MARKETING 566:
Digital Marketing
Spring 2018
University of Washington

CLASS MEETINGS:
Daytime Section: Tuesdays and Thursdays, 3:30-5:20, PCAR 291
Evening Section: Thursdays, 6:00-9:30, PCAR 294

PROFESSOR:
Amin Sayedi
Office: Paccar 483 (4th floor)
Email: amins@uw.edu

TA:
Amin Zadkazemi: aminz@uw.edu

OFFICE HOURS:
By appointment.

COURSE DESCRIPTION:
Digital Marketing is the third course in “Marketing Analytics” specialization sequence. The course is designed to help you understand the digital marketing landscape using quantitative methods. While MKTG 566 has no formal prerequisite, students are strongly encouraged to take other courses in the specialization (MKTG 562 and MKTG 564) before registering in this course. The goal of the course is to introduce some of the core concepts of digital marketing, and to use a quantitative approach to develop optimal marketing strategies. Marketing 566 equips you with a solid analytical foundation to evaluate digital opportunities, marketing strategies, and online business models. The course is targeted at students considering careers in technology and consulting as well as those who are planning to start their own companies.

COURSE WEBSITE: https://canvas.uw.edu/
Use your UW user name and password.
If you have problems, please contact bacshelp@u.washington.edu.

TEXTBOOK: The course has no required textbook. Optional readings include:

- An Introduction to Statistical Learning with Applications in R, by James et al., available for free here: http://www-bcf.usc.edu/~gareth/ISL/index.html
- Economic Analysis of the Digital Economy, by Goldfarb, Greenstein and Tucker

You have to purchase the coursepack that includes five cases from HBS publishing website: http://cb.hbsp.harvard.edu/cbmp/access/78071152
EVALUATION:

Your grade will be calculated as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercises</td>
<td>25%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Homework Assignments</td>
<td>40%</td>
</tr>
<tr>
<td>Group Project</td>
<td>25%</td>
</tr>
<tr>
<td>**Total</td>
<td>**100%</td>
</tr>
</tbody>
</table>

CLASS ATTENDANCE:

*Please Help Me Learn Who You Are!* Use your name cards, even when you know that I know your name. I also value and reward class participation.

*Laptops.* On a regular basis, you need to bring your laptops to the class. You could repeat the procedures that I am showing on the screen on your laptops, especially in classes that we are discussing analytical models.

*Please come to class on time!* It is very disruptive to your classmates and me if we have people coming into class late. You are expected to attend every class on time and to stay for the entire class session. If you have an unavoidable conflict, please do not disturb your classmates by arriving late, leaving early, or asking to have information you missed repeated during the class.

CLASS PARTICIPATION:

*It is important that you come to class prepared!* Class sessions will be a combination of lecture and discussion. The more interactive the sessions are the more you will find the material interesting and the more you will learn. I strongly encourage you to ask questions and make thoughtful comments about the material being discussed. This requires you to listen carefully to what is said in class. It also requires a mutual respect for one another.

*Please let me help you!* If you have any questions, comments, or concerns regarding the material that we cover in class, please let me know. You shouldn’t feel embarrassed. There are no stupid questions. My only goal in this course is to make sure that you completely understand everything. I could only achieve this goal if you ask me your questions.

HOMEWORK ASSIGNMENTS:

There will be three required written assignments (two individual assignments, and one group assignment) throughout the quarter. The purpose of these assignments is for you to apply the analytical concepts presented in the course to real world situations. For each assignment, a separate document with detailed instructions will be provided. We will discuss the assignments in class the day they are due – so you will have instant feedback on your solution.
EXERCISES (INDIVIDUAL):

There are one or two exercises that you have to do before almost every class. The goal of these exercises is to familiarize you with some of the concepts that we will be covering in class ahead of time. In some cases, I ask you to install a software package, or do some basic analysis, that you will need for an upcoming homework assignment, so that if you run into any problems you know it before the homework is due.

FINAL GROUP PROJECT:

You will be provided with a relatively large dataset from an online advertising campaign. Your job is to analyze this data, and using the techniques that we learned in class, provide managerial insights. I will give you a few basic questions to get you started, but this is an open-ended project. Like in most real-world situations, you have to find interesting and relevant questions to ask (and answer). A separate document with more information on this project is available on Canvas.

LATE SUBMISSION POLICY:

You are allowed to submit one assignment (except the final project) up to one week late with a 20% penalty on your grade. If you want to use this option, you have to email me within 24 hours after the submission deadline. Unless you use this option (and note that you can do this only once), late submissions receive 0 credit.

FOSTER SCHOOL CODE OF CONDUCT:

“I will uphold the fundamental standards of honesty, respect, and integrity, and I accept the responsibility to encourage others to adhere to these standards. HONESTY- I will be truthful with myself and others RESPECT- I will show consideration for others and their ideas and work INTEGRITY- I will be a leader of character. I will be fair in all relations with others.”