# Digital Strategies & Systems

**MKTG 579-Winter 2019 – Syllabus (EVENING)**  
Instructor Scott Fasser ~ [fasser@uw.edu](mailto:fasser@uw.edu)**

**REQUIRED: CASES AND ARTICLES COURSE Pak at UW BOOKSTORE**

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPICS</th>
<th>REQUIRED READINGS &amp; CASES</th>
<th>ASSIGNMENTS DUE</th>
<th>RECOMMENDED READING + RESOURCES</th>
</tr>
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| 1/10  | A - Course Introduction + Framework  
- Digital Marketing Strategy & Plan  
- Assignments Overview  
B - Role of Digital Marketing  
- Digital Ecosystems & Connectors                                   |                                                                                         |                                                                                                      |                                                                                                |
| 1/17  | A - Customer Unique ID & Cookies  
- Getting Identity Right  
- Issues in Online Privacy:  
- Off line to On line Connectors  
B - The Role of Websites and Mobile Apps in a Unified Customer Experience  
- The New Digital Marketing “Super” Platforms                      | • "Who's Tracking you in Public"  
• Facebook’s Privacy Policy  
• "The Ying and Yang of Privacy"                                    | Team 1 Issue Presentation:  
Reading: Who’s Tracking You in Public, Facebook’s Privacy Policy.  
Issue: Privacy vs Personalization                                     |                                                                                                  |
| 3/24  | A - Customer Journey Touch Strategy  
Special Guest: Consultant - Customer Journey Digital Marketing       | • “Competing on Customer Journey”                                                       | Due: INDIVIDUAL:  
Website Development: Email Screen Shot of Completed Web Page  
Team 3 Issue Presentation:  
Reading: Competing on Customer Journey  
Issue: How Digital Has Changed the Customer Journey                  | http://www.slideshare.net/McK_CMSOForum/customer-experience-journey-webinar-v10-091713             |
|       | B - Digital Communication Silo’s & Customer Experience               | • “Bridge Silo’s of Customer Engagement or Risk Killing your Customer Experience”       |                                                                                                      | ThinkWithGoogle.com                                                                             |
• “Key CRO Organizational”                                             | Team 4 Issue Presentation:  
Issue: Challenges in Building a testing                                                                                 | MarketingExperiments.com VWO.com/blog/                                                          |
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<tr>
<th>1/31</th>
<th>Plan</th>
<th>Pillars”</th>
<th>and learning organization</th>
<th><a href="http://www.slideshare.net/turingfestival/oli-gardner-the-conversion-equation-turing-festival-2016">http://www.slideshare.net/turingfestival/oli-gardner-the-conversion-equation-turing-festival-2016</a></th>
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| B    | - Web Analytics: Key Insights into User Behavior on Your Website | • “You Are What You Measure, So Choose Your KPIs (Incentives) Wisely!”  
• “11 Digital Marketing Crimes Against Humanity”  
• “Why You Are Thinking About Digital Analytics All Wrong” | **Team 5 Issue Presentation:**  
Reading: You are what you measure  
Issue: Selecting the right KPI’s for your digital strategy | **www.kaushik.net** |
| 5    | A    | •Ad Networks: Fundamentals & Strategies | • “New Display Ad Tech Stack” | **Due: INDIVIDUAL Website Dashboard Assignment**  
• Foster.UW.EDU  
• GoogleMerchandise.com  
IAB.com |
| 2/7  | B    | •Ad Networks: Data, Targeting, Measurement | • “Programmatic White Paper/Article – Winter Group” | **Team 6 Issue Presentation:**  
Reading: Programmatic White Paper  
Issue: The Problem with Programmatic  
AtlasSolutions.com  
DoubleClickbyGoogle.com |
| 6    | A    | •The Digital Interface between Marketing and Sales  
•Guest speaker: Enterprise Marketer | • Definitive Guide to Measuring Mobile Media – 4INFO | **Due: PROJECT TEAM Media Pro forma Spreadsheet**  
MobileMarketer.com |
| 2/14 | B    | •Mobile Advertising, Strategy & Analytics | • Content Moments Segmentation – Research from AOL  
• Social Media Playbook – Forrester – Three Sections: Overview, You Don’t Need a  
Canvas – specific sections in readings. | **Team 7 Issue Presentation:**  
Reading: Definitive Guide to Measuring Mobile Media  
Issue: Challenges in Measuring Mobile Media  
Moz.com – particularly blog and whiteboard Friday’s  
support.google.com/adwords |
| 7    | A    | •Product Validation using Facebook. How to use social tools to smoke test your product ideas.  
•Guest speaker: Pioneer Square Labs | • Content Moments Segmentation | **Team 8 Issue Presentation:**  
Reading: Content Moments Segmentation  
Issue: Aligning Content with User Journey  
http://www.marketingcharts.com/online/b2b-and-b2c-digital-marketing-tactics- |
| 2/21 | B    | •Search: Content and Buying Signals | CASE: TBD | **Team 9 Issue Presentation:**  
Reading: Case Study - TBD  
support.google.com/adwords |
| 8    | A    | •Social Strategy and Measurement: Advertising and Conversations | **Team 10 Issue Presentation:**  
Reading: Social Media Playbook – on  
Canvas – specific sections in readings. | http://www.marketingcharts.com/online/b2b-and-b2c-digital-marketing-tactics- |
OVERVIEW: BIG PICTURE

Consumer expectations regarding brand communication has evolved dramatically since the launch of the internet. Today’s consumer expects a cohesive, informed communications stream from companies with whom they consider investing their time, money and trust. Digital communications, however, are built on technology that is a series of stand-alone systems that require effort and knowledge to interconnect and provide that expected unified communications stream.

This digital marketing class is designed to give you the framework for understanding how these systems work, how they connect and what questions you should be asking to build the best program for your particular business objectives. Classes are lecture driven but conversation focused. The assignments, readings and deliverables are selected to give you a mix of executive level vision as well as some nuts and bolts technical appreciation.

The course has been developed around three key pillars:
- **Digital Systems** - Google is just one of 1,000’s of digital touch opportunities. We’ll dive into the major categories of systems and discuss how to connect them for campaign optimization, cross-lifecycle communication, testing, optimization and attribution measurement.

- **Touch Strategies** - Business objectives drive your marketing strategy including the role of digital. We will dive into multiple touch strategies including the P.O.E.M. Model, Customer Lifecycle Journey Mapping and B2B/B2C approaches that best map back to your original business objectives.

- **What is Possible** – Virtually every business has an objective that can be supported with digital communications. Virtually every person’s journey can be influenced by digital communications. I want to give you the perspective of what is possible with digital communications to impact the customer experience that moves the needle on the performance of your business.

Today’s marketer MUST create strategy built on technology + data to drive their programs forward.

**EVALUATION OF STUDENT WORK**

Your work will be evaluated on several dimensions. The relative weighting of each of these dimensions is given below:

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<tr>
<th><strong>Individual Assignments:</strong> 30%</th>
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<tbody>
<tr>
<td>Web Page Development</td>
<td>Screen Shot of Completed Web Page</td>
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<tr>
<td>Website Dashboard</td>
<td>Spread Sheet and Presentation Deck</td>
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<tr>
<th><strong>Team Topics:</strong> 20%</th>
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<tbody>
<tr>
<td>Team Topic Presentations</td>
<td>Whitepaper, Presentation Materials and Presentation</td>
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<tr>
<th><strong>Project Team 3 - 4 people:</strong> 50%</th>
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<tr>
<td>Media Pro Forma</td>
<td>Summary Insights and Spread Sheets</td>
</tr>
<tr>
<td>Digital Marketing Strategy &amp; Plan</td>
<td>Presentation and Presentation Materials</td>
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**Class Participation** is important and essential to you and your colleagues learning. Missing more than one class is a lost opportunity for class participation and will have an impact on your final grade.
No laptops, tablets or phones are to be used in class unless there is a specific assignment or activity given. The use of devices is a distraction to other students and inhibits conversation. Humans do not multi-task, they switch back and forth between tasks causing wasted time and lost concentration.

The HONOR CODE is taken seriously for all work. No work is to be offered or shared except in teams as indicated. All work is to be original or must be clearly cited.