

MKTG 566 A: Digital Marketing Analytics

Spring 2020 - University of Washington - Michael G. Foster School of Business

Class Meetings:

Tuesdays and Thursdays 3:30 pm - 5:20 pm

Professor:

Amin Sayedi

Office: Paccar 483 (4th floor)

Email: aminsa@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. **MKTG 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.

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

- ***Networks, Crowds, and Markets***, by Easley and Kleinberg; pre-print version available for free at <https://www.cs.cornell.edu/home/kleinber/networks-book/>
- ***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>
- ***Causal Inference for Statistics, Social, and Biomedical Sciences: An Introduction***, by Imbens and Rubin

You have to **purchase the coursepack** that includes four cases from HBS publishing website:

<https://hbsp.harvard.edu/import/717696>

Evaluation:

Your grade will be calculated as follows:

Exercises	30%
Class Participation	10%
Homework Assignments	35%
Final Exam	25%

Total	100%

Late Submission Policy:

You are allowed to submit *one* assignment 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.”