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### BMKT 440.01: Marketing Analytics

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Class Times: MW 12:40-2pm  
Office Hours: by appointment, email me  
Instructor: Mario Schulzke

Location: GBB L14  
Office: 327 Brantly Hall  
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A digital copy of the syllabus can be found here:

<http://geni.us/mktg440>

## **Course Overview**

In this course, you will learn how to both create marketing content and learn how to measure the impact and effectiveness of such.

## **Learning Objectives**

1. Understand today's digital measurement landscape
2. Learn how to build an effective measurement plan
3. Determine best practices for collecting actionable data
4. Learn about the importance of adding value and using data to drive marketing decisions
5. Do marketing analytics and learn how to create content, both written and visual
6. Learn how to evaluate digital marketing performance
7. Use research and data to create compelling content

## **Reading**

Weekly reading delivered via Twitter (@fourteenideas).

<http://twitter.com/fourteenideas/>

These books are mandatory:

- *Traction: How Any Startup Can Achieve Explosive Customer Growth*
- *Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising*
- *The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk!*

## **Grade Composition and Assessment**

- 30% blog posts, 10% per post

Blog posts' performance will be assessed based on the quality of content and the actionable data determining their performance. You have to write an email performance review of your blog post, evaluating the digital performance metrics (i.e., unique visitor sessions, social shares, time

on page and pages-per-visit) that should drive your grade. This email needs to be written within 10 days of the post going live.

- *30% participation*

Coming to class is mandatory. If you can't make it, you need to email me prior. Unexcused absences lead to immediate reductions in grade. I will also assign sporadic homework, which falls under your participation grade.

- *30% research report*

Write a 3,000-word research report about the future of marketing. Research the topic, gather data and then write a report articulating your observations, thoughts and opinions. The theme should be very future-focused. What will marketing look like in three years, five years and 10 years? As part of your writing, I would like you to include a section on measurement. How will the efficacy of the marketing in the future be measured? Rather than submit this report as a paper, build a free website with Weebly to publish it. Use visuals to help tell the story. Link directly to your sources. You will be graded on both the content itself as well on the presentation of it. Make it smart. Make it beautiful.

- *10% expert interview transcripts and denials*

As part of your research report, I would like you to interview three experts in the field of marketing and analytics to help inform your writing. These experts should not be family, friends, friends of family or other business school faculty. These need to be people you don't know yet. I expect three expert interview transcripts. These can be your notes from the interviews or/even recorded audio or video files. Also, in addition to the three completed transcripts, I also would like you to share with me at least 10 denials you received in the process of doing this. Last, write a one-page summary highlighting the biggest lessons learned.

## **Class structure**

- First, take this survey and sign up for our class email updates <http://geni.us/440survey>.
- The email address will also be what we'll use for Wordpress and Google Analytics.
- Coming to class is really important. Since there are no tests, you will really hurt your grade if you don't attend. Email me prior to class if you can't make it.
- Next, we will grow a blog together as a class ([unbelievab.ly](http://unbelievab.ly)). Throughout the semester, you will be asked to write three compelling blog posts. Your blog posts will be graded based on the quality of your posts, the research that went into them and the traffic/shares they receive. You will learn a lot about analytics by using data to make a case for your own blog grade.
- To see examples of high traffic blog posts, check out [buzzfeed.com](http://buzzfeed.com) and [businessinsider.com](http://businessinsider.com). Or study last semester's unbelievab.ly analytics.

## **Important Dates**

- Feb 8: Read *22 Immutable Laws* book by this day
- Feb 15: Read *Traction* book by this day
- Feb 22: Read *Growth Hacker Marketing* book by this day
- Feb 29: Publish first blog post by this day
- Mar 28: Publish second blog post by this day
- April 15: Publish last blog post by this day
- April 29: Final report and expert transcripts to go live

## **Preliminary Class Schedule**

- Week 1 - Marketing Now
- Week 2 - Traditional Marketing Metrics and Measurement
- Week 3 - Structure and Set-up of a Data Driven Marketing campaign
  - We will discuss the *22 Immutable Laws* book this week.
- Week 4 - Offline Direct Response Marketing Metrics
  - We will discuss *Traction* book this week.
- Week 5 - Digital Marketing Measurement Metrics
  - We will discuss *Growth Hacker Marketing* book this week.
- Week 6 - Pay Per Click Advertising Campaigns and Analytics
- Week 7 - Search Engine Optimization Campaigns and Analytics
- Week 8 - Google Analytics
- Week 9 - Social Media Analytics
- Week 10 - Display Advertising Analytics
- Week 11 - Retargeting
- Week 12 - Content Marketing and Analytics
- Week 13 - Content Marketing and Analytics
- Week 14 - Content Marketing and Analytics
- Week 15 - Future of Marketing Analytics
- Week 16 - Finals Week

**Code of Conduct:**

All students must practice academic honesty. It is the student's obligation to be familiar with the Student Conduct Code, especially as it pertains to academic misconduct (cheating, plagiarism, etc.), which is available on line at [http://www.umd.edu/vpsa/policies/student\\_conduct.php](http://www.umd.edu/vpsa/policies/student_conduct.php).

Please note that it is a form of academic misconduct to submit work that was previously used in another course. Please carefully acknowledge any kind of "borrowing" that you do. This means not only "borrowed wording but also ideas. Acknowledgement of whatever is not one's own original work is the proper and honest use of sources. Failure to acknowledge whatever is not one's own original work is plagiarism." ALWAYS err on the side of caution by citing the resources used in preparing your work.

Moreover, always use direct quotations for exact wording taken from another source.

Email Communication: Feedback from recruiters and others indicates that students need more practice in writing professional e-mail messages. As a result, I expect all of your email correspondence with me to be professionally appropriate and grammatically correct (including proper punctuation, capitalization, spelling, etc.). They should begin with a proper salutation and end with proper concluding acknowledgement (a thank you, sincerely, etc.). Thank you for your attention to continuing your efforts on professional communication. I respond to all email messages I receive during the work week. If you need a response to an issue faster than I can get to it on email, please feel free to reach me at my office: 243-2323 or stop by.

Conduct: As is the case in most organizations, your attendance and promptness are expected.

Coming late, leaving early, coming and going during class, talking to classmates, reading the newspaper, etc. create distracting interruptions, both to me and your classmates. Please make sure your cell phones are turned off. Laptops can be distracting when used during class for any other purpose than note taking. Thank you for helping contribute to a focused, meaningful learning environment.

**Disability Services for Students**

Students with disabilities will receive reasonable modifications in this course. Your responsibilities are to request them from me with sufficient advance notice, and to be prepared to provide verification of disability and its impact from Disability Services for Students. Please speak with me after class or during my office hours to discuss the details. For more information, visit the Disability Services for Students website at <http://www.umd.edu/disability>.

## **Semester Grading:**

Your final letter grade in the class is based upon the distribution of total points at the end of the semester. Plus/Minus grading will be used for final grades on the following scale.

93 - 100% A

90 - 92% A-

A = Demonstrates thorough, sophisticated understanding of the subject, displays mastery of data-driven marketing strategies; answers supported with compelling logic, critical insights, and careful attention to detail; communicated with professional/excellent oral and written communication skills.

87 - 89% B+ / 83 - 86% B/ 80-82% B-

B = Good understanding of the material (possible occasional oversight of key facts issues) and/or minor issues with clear/concise written/ oral communication; lacks supporting detail/sophisticated insights.

77-79% C+ / 73-76% C/ 70-72% C-

C = Basic/rudimentary comprehension of terms (possibly some inaccuracies); unclear communication skills that need significant attention/improvement.

67-69% D+/ 63-66% D/ 60-62% D-

D = Lack of knowledge/proficiency with class concepts and/or inability to communicate your degree of learning about class material.

Below 60% F = Dereliction of class responsibilities.