

9-2014

# BMKT 491.01: Special Topics - Data-Driven Marketing

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## Recommended Citation

Schulzke, Mario, "BMKT 491.01: Special Topics - Data-Driven Marketing" (2014). *Syllabi*. 2140.  
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Class Times: MW 12:40 - 2 p.m.

Location: GBB 226

Office Hours: by appointment, email me

Office: 327 Brantly Hall

Instructor: Mario Schulzke

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## Learning Objectives

- Learn about importance of adding value and using data to drive marketing decisions.
- Work in a non structured, data-driven creative marketing environment.
- Use research and data to create compelling content.
- Better understand human decision making and how to impact such.
- Do actual data-driven marketing and learn how to create content, both written and visual.

## Reading

Weekly reads delivered via email.

## Grade Composition

- 30% blog posts, 10% per post
- 30% participation (Google Analytics and Google Adwords Certifications are part of this)
- 20% weekly reading recaps
- 20% TedX style talk, 5 minutes instead of 18
- Extra credit available. Pitch the class what you would contribute

## Class structure

- First, take this survey and sign up for our class email newsletter (<http://www.themarioblog.com/learn>).
- The email address will also be what we'll use for Wordpress and Google Analytics.
- You will receive a weekly email with all the required reading, which we'll discuss in class.
- Do a weekly writeup about your reading. We'll find a software platform that we'll use to upload those files, so the editorial team can work on them. Summarize what you learned and include three ideas on how these concepts could be applied in real world marketing situations. Aim for 500 words.
- Coming to class is really important. Since there are no tests, you will really hurt your grade if you don't. 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 course of 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.
- 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](http://unbelievab.ly) analytics.
- The last week of regular classes, you will each give a 5-minute, well-rehearsed TedX style talk-enlightening us about a topic of your choice.

## Important Dates

September 8 - Pick your blog dates