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BMKT 491.02: Special Topics - Marketing Analytics

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

Location: GBB L13
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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

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

Reading

Additional reading delivered via email.

Books

Smartcuts: How Hackers, Innovators, and Icons Accelerate Success by Shane Snow
Master The Essentials of Conversion Optimization: Experts' Approach to Optimization
by Peep Laja

Grade Composition and Assessment

30% book review SlideShares, 10% per SlideShare

You will read four books in this class. For three of those four books I want you to summarize the most insightful and interesting lessons via a 20-30 slide SlideShare presentation (send me the powerpoint, then upload to SlideShare and send me the link).

- Feb 18 *Traction: A Startup Guide to Getting Customers*
- March 18 *Smartcuts: How Hackers, Innovators, and Icons Accelerate Success*
- April 15 *Master The Essentials of Conversion Optimization*

20% 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.

30% participation

Coming to class is important. But you need to actively participate in order to get a good participation grade.

20% Ignite-style talk, five minutes in length

The final component of your grade will be to create a five-minute presentation. You will have to do data-oriented research for this presentation and then present as part of a larger event, which is open to the public. Ignite-style talks are five minute in length, with an automatically changing PowerPoint slide every 20 seconds (15 total slides). In addition, you will be asked to help do data-driven, actionable marketing for this event. Digital measurements for this will include visits, tickets requested and attendance. The talk should be about something marketing-related.

Class structure

- First, take this survey and sign up for our class email newsletter (<http://www.themarioblog.com/learn>).
- The email address also will 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.
- 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). Throughout the semester, you will be asked to write two 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 and businessinsider.com. Or study last semester's unbelievab.ly analytics.
- The last week of regular classes, you will each give a five-minute, well-rehearsed Ignite-style talk — to enlightening us about a marketing topic of your choice.

Important Dates

- Feb 2- Pick your blog dates. Email them to me.
- You should aim to publish your two blog posts by the end of April.
- Feb 18- *Traction: A Startup Guide to Getting Customers*
- March 18- *Smartcuts: How Hackers, Innovators, and Icons Accelerate Success*
- Apr 15- *Master The Essentials of Conversion Optimization*
- Week before finals: Unbelievab.ly event

Preliminary Class Schedule

Week 1 - Introduction to Data Driven Marketing

Week 2 - Structure and Set-up of a Data Driven Marketing campaign

Week 3 - Traditional Marketing Metrics and Measurement

Week 4 - Offline Direct Response Marketing Metrics

Week 5 - Digital Marketing Measurement Metrics

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 - Data Driven Event Marketing

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.umt.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.umt.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.