Course Description

"Marketing is no longer about the stuff that you make, but about the stories you tell"
Seth Godin

The rapid changes and development of technologies, devices, platforms and channels have transformed our world. Media consumers are changing and with them the tool set used by marketers and advertisers. Media fragmentation, social networks, multi-screen
devices, and technology empowered consumers have created new challenges for marketers. Consumer’s attention is not seized by interruption, but earned by engaging them in a brand’s essence, its blueprint. The course will examine the changes traditional marketing has been going through to adapt to a digital landscape and the impact on marketing advertising and branding strategies. Emphasis will be put on building a brand “story”. Students will be teamed up with existing startups and learn to build a cross platform strategic campaign to meet their growth and marketing challenges. They will understand how to incorporate marketing tools into the process. Students will gain additional hands on experience by building a Google Adwords campaign.

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Course Goals

Course Goals:

- Provide deep understanding of the impact of digital technologies on marketing strategy and implementation.
- Provide insights to research and real world case studies
- Familiarize students with various digital tools essential for operating in the digital marketing landscape
- Gain experience in using the Google Adwords platform
- Work closely with real startups to build strategy and overcome marketing challenges
- Practice presenting digital marketing campaigns for startups (clients)
- Gain expertise in developing marketing strategies for startups

Grading

Assignments and Requirements:

- Full Attendance
- Full participation in Google Adwords recitations
- Team assignments
- Class presentations
- Final exam
Composition of Course Grade:

- Weekly readings (Individual) pass/fail
- Marketing campaign presentations (Team) 25%
- Google Ads Campaign (Team) 15%
- Final Exam (Individual) 60%

Individual assignments:

1. In class answers to questions regarding readings (specific readings will be pre-selected):
   Answers uploaded to Moodle. Pass/fail

2. Final exam: 60%

Team Assignments:

1. Video presentation: Startup Story
   Due: Week 8 Dec 23rd 2019 Grading 10%

2. Final marketing strategy presentations
   Grading: 15%
   Due: Week 12, 13 January 20+ 27 2020

3. Google Adwords assignments: Grading: 15%

Attendance:

- Attendance is required.
- Mandatory attendance in 80% of classes
- Missing more than 3 justified classes will revoke eligibility to complete the course.
- All absences should be notified in writing to faculty administration, class TA cc'd in
advance and include documents (e.g. a formal letter from the army/doctor).

**Active Class Participation:**

You are expected to come to class well prepared and to participate in class discussions.

*Teamwork* is an essential component of this class. Be respectful of your team members and be an active member of the team.

**Do not be late for class!**

**Assignment Submissions:**

All submissions MUST be submitted through class Moodle. Late submissions will result in a “0” grade.

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**Lecturer Office Hours**

Tuesday 11:30-12:30

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**Reading List**

**Course Subjects & Reading List:**

1. **Marketing 101 – the Basics and the impact of the shift to digital (Nov 4, 2019)**

   **Topics:** What is Marketing? What is a Marketing Ecosystem, Marketing Management, Marketing Strategy? What is digital marketing?

   **Readings:**


2. **Brand Identity and Target Audience - Consumers in a Digital Age (Nov 11, 2019)**

   **Topics:** What are the characteristics of audiences in the digital age? How does technology impact the way consumers behave in a media environment? How do those changes
impact brand identity? How do you define your UVP and USP in a digital world? How does a brand define its target audience?

Readings:


3. **Strategy, Marketing Channels and Cross Platform Campaigns (Nov 18, 2019)**

Topics: How are innovative products and ideas introduced in a digital age? What are Earned, Paid and Owned media channels? Why is a cross platform strategy important?

Readings:


4. **Startup Brief Presentations+ The Importance of Storytelling (Nov 25, 2019)**

Topics: Participating Startups will present their marketing challenge in form of Marketing Briefs. What is a brand “story” why is it important for campaign building? How do you match the story to the channel to your target audience?

Readings:

- Harvard Business Review – Zappos case study
  https://hbr.org/2010/07/how-i-did-it-zappos-ceo-on-going-to-extremes-for-customers
5. **Marketing Platforms (Dec 2, 2019)**

**Topics:** What are the best practices and abilities of various marketing platforms such as GDN, Youtube and Facebook? How should your KPI's determine use of the platform? What are the different measures such as CPM, CPC and CPA and how are they implemented in the overall marketing strategy?

**Readings:**
  https://hbr.org/2015/05/a-cheat-sheet-for-marketers-on-the-future-of-digital-platforms
- Sean Ellis, The beginner's guide to conversion rate optimization, 2014, Qualaroo.
  https://qualaroo.com/beginners-guide-to-cro

**Due: Finalize team members and choice of Startup Brief**

6. **Mobile and Customer Journey (Dec 6, 2019).**

**Topics:** What are the implications of mobile based marketing for brands and consumers? What is a customer journey and how does digital marketing strategy fit it? A look into future trends such as Voice Based Marketing and Location Based Marketing Mobile and Customer Journey (personas)

**Readings:**
  https://econsultancy.com/customer-journey-tracking-joining-up-digital-and-offline-
7. **Social & Content Strategy, from Facebook to Tinder (Dec 16, 2019)**

**Topics:** What is a social media strategy? Why is it important? What are its pros and cons? How do you match the platforms to the story to your target audience? How to use social networks to build cross platform brand identity? What is the importance of monitoring social networks? Class will exercise use of Gartner's Social Strategy tool

**Readings:**

- Recommended viewing: *Fyre: the Greatest Party that Never Happened* (available on Netflix) [https://www.youtube.com/watch?v=uZ0KNVU2fV0](https://www.youtube.com/watch?v=uZ0KNVU2fV0)

8. **Present Student Videos + Brand Story + Feedback (Dec 23, 2019)**

**Topics:** Teams will present videos of their brand stories to participating startups

**Readings:**

**No Assigned readings**

**Due:** Team video presentation

9. **Social + Content Strategy – Continued (Dec 30, 2019)**
Topics: What are the different content types? How are content types matched to social platforms and target audience? How does choice of content fit into brand identity? How are native advertising and user generated content incorporated in the content strategy? Learning through various Case Studies

Readings:


10. **Startup Marketing Strategy: The Airobotics Case Study** Efrat Fenigson (January 6, 2020)

Topics: Startup marketing lessons learned from former VP Marketing Airobotics

Readings:


11. **The Importance of Data and Customer Service” The Smartair case Study“ Oz Gur VP Marketing SmartAir (January 13, 2020)**

Readings:


12. **Class Presentations – Part 1 – (Half class) (Jan 20, 2020)**

Presenting team project: Startup Marketing Campaign + Feedback

**No Assigned Readings**

13. **Class Presentations – Part 2 – (Half class) (Jan 27, 2020)**

Presenting team project: Startup Marketing Campaign + Feedback

**No Assigned Readings**

Good Luck!