



## **MyE206 – Digital Interactive Marketing**

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### Overview

In the last decade, the fundamental shifts in marketing have been these-

- From one-way push of information to interactive interaction between the marketer and consumer.
- From a linear distribution channel to omnichannel marketing where the consumer purchase process is split between channels.
- From aggregate (i.e., segment-level) to personalized marketing decisions based on analytics.
- From focusing on the individual consumer to the social graph of the individual.
- From a physical store environment to a technology-mediated interactive retailscape.

### Learning Objectives

At the end of the course, the student will-

1. Obtain the fundamental frameworks of interactive marketing.
2. Learn fundamental tools and techniques in interactive marketing analytics including-
  - a. Mapping online competitive landscapes.
  - b. Search engine optimization.
  - c. Search engine marketing including keyword auctions.
  - d. Using video to market effectively.
  - e. Google analytics.
  - f. Social media analytics.
3. Learn to apply interactive marketing techniques to meet marketing goals and objectives.

### Course Materials

Rather than a standard textbook, students will be assigned a readings packet that includes research papers, industry monographs and other topical readings. We will extensively use an online course developed by Google.

### Pedagogy

We will use an interactive classroom environment to discuss various topics. In addition, students must expect hands-on online exercises.

Grading will be based on the following-

|     |                                 |
|-----|---------------------------------|
| 20% | Class participation             |
| 10% | First-day homework              |
| 20% | Short quizzes                   |
| 20% | Reflection papers (peer-graded) |
| 30% | Final project                   |

### **Final Project**

You final project will be an interactive marketing audit of a local company. Details later.

### **Schedule**

#### ***Week 1***

Day 1- Understanding the Internet/Web and fundamentals of digital marketing

Visit this site- <https://www.google.com/onlinechallenge/dmc/dmc-intro.html>

Watch videos on *Introduction to Digital Marketing* before class.

#### *Deep dive readings:*

Erik Brynjolfsson, Yu Jeffrey Hu and Mohammad S. Rahman (2013), "Competing in the Age of Omnichannel Retailing", *Sloan Management Review*.

Krishnamurthy, Sandeep (2006), "Introducing E-MARKPLAN- A Practical Methodology to Plan E-Marketing Activities", *Business Horizons*, 49(1), January-February, 51-60.

Rajan Varadarajan, Raji Srinivasan, Gautham Gopal Vadakkepatti, Manjit S. Yadav, Paul A. Pavlou, Sandeep Krishnamurthy, Tom Krause (2010), "Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions Original Research", *Journal of Interactive Marketing*, 24(2), 96-110

Days 2/3- Understanding Search

Visit this site- <https://www.google.com/onlinechallenge/dmc/dmc-intro.html>

Watch videos on *Search Engine Marketing* before class.

Read this-

<http://static.googleusercontent.com/media/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf>

Stanko, Michael A., "Search Engine Optimization: Note for Marketing Managers"  
HBS Product #- W13189-PDF-ENG.

We will discuss the fundamental nature of search engines. We will have an in-depth treatment of search engine optimization.

#### Day 4- Analytics Bootcamp

Watch this video- <https://www.google.com/onlinechallenge/dmc/dmc-analytics.html>

Nichols, Wes, "Advertising Analytics 2.0.", *Harvard Business Review*, 91(3), 60-68.

Hands-on Lab Sessions focused on analytical tools including Google Analytics, Quantcast, Alexa, SimplyMeasured.

#### Day 5- Customer Lifetime Value- A Central Framework

*Deep dive readings:*

Kumar, V. (2010), "A Customer Lifetime Value-Based Approach to Marketing in the Multichannel, Multimedia Retailing Environment", *Journal of Interactive Marketing*, 24(2), 71-85.

V. Kumar, G. Ramani and T.Bohling, "Customer Lifetime Value Approaches and Best Practice Applications", *Journal of Interactive Marketing*, 18/3(2004), 60-72.

Yang, Amoy X. (2005), "Using lifetime value to gain long-term profitability", *Journal of Database Marketing & Customer Strategy Management*, 12(2), 142-153.

Michael D. Johnson and Fred Selnes (2005), "Diversifying Your Customer Portfolio", *Sloan Management Review*, 46(3), 11-.

#### Day 6- Understanding Social Media

Watch this video- <https://www.google.com/onlinechallenge/dmc/dmc-social.html>

*Deep dive readings:*

Kumar, V. (2012), "Increasing the ROI of Social Media Marketing", *MIT Sloan Management Review*, 54(1), 55-61.

Toder-Alon, Anat, Brunel, Frédéric F. and Fournier, Susan (2014), "Word-of-mouth rhetorics in social media talk", *Journal of Marketing Communications*, 20(1/2), 42-64.

Krishnamurthy, Sandeep (2010), "CASE: Mozilla vs. Godzilla- The Launch of the Mozilla Firefox Browser", *Journal of Interactive Marketing*, 24(2), 96-110.

Jana Seijts, Cynthia Soledad, Rick Wion., When the Twittersverse Turns on You (HBR Case Study and Commentary), Product #- R1403L-PDF-ENG

Day 7- Project Presentations and 1:1 Mentoring/ Guest speaker

Day 8- Understanding Videos

Watch- <https://www.google.com/onlinechallenge/dmc/dmc-video.html>

What makes a video viral?

Day 9- Global Interactive Marketing models/ Online piracy, privacy and regulation- multiple global perspectives

Mikitani, Hiroshi (2013), "Rakuten's CEO on Humanizing E-Commerce", *Harvard Business Review*, 91(11), 47-50.

Day 10- Final Project Presentation