Course Description

MAR3325| Digital Advertising | 3.00 credits

In this course students learn about the principles and practices of digital advertising, as well as hands-on experience with the tools and platforms used in the industry. Students will learn about search engine advertising, social media advertising, e-commerce advertising, video advertising and effective implementation of advertising campaigns. Prerequisite: MAR 3803.

Course Competencies

Competency 1: The student will be able to demonstrate fundamental knowledge of digital advertising by:
1. Recognizing the role of advertisement in the changing industry and technology landscape
2. Analyzing targeting parameters and buyer persona
3. Creating the buyer persona
4. Identifying various types of digital advertising including paid search advertising, social media advertising, native advertising, display advertising and new trend
5. Analyzing online advertising service process and structure of adverting industry

Competency 2: The student will be able to demonstrate knowledge of search engine optimization for marketing campaigns by:
1. Illustrating how to leverage automated solutions from leading industry platforms like Smart Bidding and
2. Audience Solutions to boost campaign performance for specific marketing objectives
3. Creating effective text ads and recognizing Search Ad extensions
4. Analyzing automated bidding strategies by leveraging audience information to reach marketing goals.
5. Evaluating key performance indicators to increase campaign performance
6. Analyzing insights from conversion tracking data
7. Evaluating and selecting the right attribution model for firm's business goals

Competency 3: The student will be able to plan a digital advertising campaign using a leading demand side platform by:
1. Compare and contrast leading industry demand side platforms to achieve programmatic advertising goals
2. Evaluate various audience solutions
3. Define audience segmentation and marketing strategy to reach business goals

Competency 4: The student will be able to execute and evaluate a digital advertising campaign by:
1. Implementing an advertising campaign with a leading industry e-commerce platform
2. Building effective advertisements by reviewing compliant and non-compliant content for legibility, branding, claims to provide effective customer experience
3. Investigating campaign metrics, KPI and attribution methodology
4. Examining the performance and delivery campaign pre-optimization checklist
5. Summarizing campaign results with next step insights

Competency 5: The student will be able to formulate a social media advertisement campaign by:
1. Analyzing tools, policies, practices and terminologies used by leading social media platforms
2. Examining how the social media platforms operate for managing ad campaigns, ad accounts, apps, personnel
3. Comparing and contrasting methods of buying ads for various campaign objectives
4. Appraising various tools, connections, codes or other objects that capture interactions of the target customers in different social medial platforms
5. Comparing and contrasting ad placement strategies, campaign budget and schedule formulation, measurement and reporting strategies

Competency 6: The student will be able to formulate effective video advertisement campaign by:
1. Investigating technology tools and analytical tools available to create effective advertisements for video, display, app, and search campaigns
2. Reviewing the importance of community commerce
3. Utilizing available tools and resources to boost creative performance with experimentation

Competency 7: The student will be able to recognize and evaluate the ethical considerations and emerging technology in digital advertising by:
1. Summarize laws, policies and practices related to truth in advertising and consumer protection
2. Analyzing ethical considerations and laws governing consumer privacy and data security
3. Identifying future technological trends

<u>Learning Outcomes:</u>
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Use computer and emerging technologies effectively