

DRAFT

BMKT 491(483)-

Digital Media Execution

Communication: Preferred form of communication is email, but you may also contact me via text message at 513-509-0246 for time-sensitive or emergency situations.

I will also use Moodle for this course as a means to regularly update students, so check your email and course Moodle page regularly.

Zoom Link: Zoom will be used to record lectures, but will be available only upon request. Please note that while we are using Zoom to record, the class is set up for in-person collaboration and group work, so it is only intended as a way to augment the classroom experience, not to replace it. You still need to show up for the meeting.

Prerequisites: BMKT325 - Marketing Principles. *There will be readings assigned in the first week to ensure we all understand a few marketing fundamentals.* Students who fail to complete these important readings will hold back the entire class. Don't be that person.

Textbook: NONE

Course requirements: Access to reliable internet connection, ability to create accounts in Facebook and Google.

This course is designed to mimic the structure, individual performance, and professionalism demanded by a creative agency or technology business. We will discuss what this means in terms of expectations and individuals' contributions on the first day of class.

Course Overview

76% of all digital marketers fail to use behavioral data for online ad targeting. Which leaves a huge opportunity for tech- and data-savvy marketers to make impacts in digital ad campaigns. Although expected growth in 2020 is in the single digits, mostly due to the pandemic, growth in digital ad spend is expected to grow in the double digits all the way through 2024. This fast-paced and demanding field offers a lot of opportunity for marketing-minded and digitally-savvy professionals to build a career.

Course Objectives

This course will provide students with a solid understanding of the digital marketing landscape and can help them differentiate themselves as digital marketers. Course content will briefly touch on online marketing channels such as display ads, search engine marketing, Over-the-top (OTT), Native, media services, email marketing, video advertising, paid social media advertising, and mobile ads. In this 15-week course, students will learn the business of media and the digital media supply chain, including how to:

- Draft a media plan and budget for a campaign
- Develop strategies for online paid media channels
- Evaluate paid channels to meet customer and campaign-specific goals
- Use common success metrics for campaigns and how to track, evaluate performance, and report findings
- Navigate online media buying platforms such as Google Ads, Google Analytics, Facebook ads, Demand Side Platforms (DSPs) and other channels and platforms.
- Analyze digital advertising data to report to key stakeholders of a digital campaign such as buyers, directors, and c-suite
- Compute common mathematical calculations used in the business of media
- Set up successful campaigns using best practices from a data perspective

Learning Outcomes:

After taking this course you will know how to:

1. Describe why marketers must focus on quantitative performance metrics to evaluate the success of a digital campaign;
2. Learn how to optimize the return on investment from a digital campaign;
3. Utilize and evaluate the various digital marketing channels such as display ads, search engine marketing, OTT, native, media services, email marketing, video advertising, paid social media advertising, and mobile ads;
4. Demonstrate how to complete digital marketing campaign from start to finish, including developing a media plan and budget, choosing the strategy, evaluating the performance, and communicating the results to stakeholders;
5. Master common mathematical calculations used in the business of media;
6. Develop the professional soft skills necessary to work successfully in a creative agency or technology business;
7. Prepare yourself for an internship or career in digital marketing and differentiate your portfolio as a digital marketer

Class Format:

Class format will be conducted in person and via Zoom when necessary. Course materials, lectures, and in-class exercises will be delivered by a number of subject matter experts who work in the advertising technology space. These professionals will be in class only one to three times per speaker, so please make sure you take advantage of their knowledge and ask lots of questions when they are in class, as you may not have access to them after they teach the material. Follow up questions, and questions about grades, course delivery, or the operations of the course should be directed to Dr. Plant, the course instructor.

Course Schedule:

Week	Date	Topic	Speaker/Presenter	Assignment Due
1	1/20/22	Marketing & Advertising 101	Dr. Emily Plant	<i>readings</i>
2	1/27/22	Digital Media Ecosystem: LumaScape - Purpose and Objectives of Paid Digital Media	Will Lapointe, Pathlabs	First week readings quiz
3	2/3/22	Digital Media Ecosystem: Publisher, Tracking, Cookies, web tech basics	Nick Lange, Pathlabs	
4	2/10/22	Digital Media Ecosystem: Data Segments	Nick Lange, Pathlabs	
5	2/17/22	Digital Media Ecosystem: Advertiser -> Agency -> Vendor -> DSP -> SSP -> Exchange -> Publisher + Privacy	Will Lapointe, Pathlabs	
6	2/24/22	Industry Speaker	Cortland Fondon - Career Development in Advertising	Digital Ecosystem Assignment - 2 pages
7	3/3/22	Channel Overview - Demand Side Platforms (DSPs)	Sam Gratton, Pathlabs	
8	3/10/22	Channel Overview - Facebook Business Manager	Nate Christianson + Nick Lange - LumenAd	
9	3/17/22	Channel Overview - Google Ads	Pathlabs Speaker	Channel Campaign Set up

10	3/24/22	Happy Spring Break!		
11	3/31/22	Media Planning - Reach / Frequency / Suppression	Kristen Lothrop, Pathlabs	
12	4/7/22	Media Planning - Channel fit and advertising funnel	Kristen Lothrop, Pathlabs	
13	4/14/22	Future of Digital Advertising	Cortland Fondon, Pathlabs	Part 1 Group Project - Media Plan
14	4/21/22	Campaign Reporting: Building a digital RFP	TBD, Pathlabs	Part 2 Group Project - Sample RFP
15	4/28/22	Campaign Reporting: Reporting 101	Alexis Niccolucci, Pathlabs	Part 3 Group Project- Reporting and recommendations
16	5/5/22	Presentations & Career Development	TBD, LA	Final Group Project

Course Assessments:

Assigned Readings Quiz	5%
Digital Ecosystem Individual Assignment	10%
Campaign Set up Individual Assignments	15%
Classroom/ Daily Soft Skills	30%
Final Group Project (3 parts)	40%
TOTAL:	100%

Graduate Project: (TBD)

For graduate students in the class we are required to help scope a project to receive graduate credit. We can discuss a mutually beneficial additional project on the first day of class.

Grades will be calculated based on the following table. A grading rubric for performance and evaluation on assignments as well as soft skills will be provided before the first class and will be posted on Moodle.

A	93 or more points
A-	90-92.9 points
B+	87-89.9 points
B	83-86.9 points
B-	80-82.9 points
C+	77-79.9 points
C	73-76.9 points
C-	70-72.9 points
D	60-69.9 points
F	59.9 or fewer points

A Word about Soft Skills:

Soft skills are the non-technical skills needed for success in the workplace. They include elements such as teamwork, creative thinking, time management, networking, and conflict resolution. A well-rounded employee will possess both the technical skills to complete tasks and also the ability to solve problems, manage your work, and interact with your colleagues. Whenever you work in a team setting you will need to be able to listen, communicate, and have empathy for others. You can only get so far on your own, and strong soft skills *will make you more successful in the workplace!*

Recruiters say that soft skills are a huge determiner of your employability, and you will be evaluated on them throughout the course of your career, so we are starting now. 30% of your grade will be based on:

- 1) Showing up prepared for class;
- 2) How well you communicate;
- 3) How you present yourself;
- 4) How respectfully you interact with others;
- 5) How effectively you work on a team to achieve a common goal.

30% of your grade will be based on the soft skills demonstrated in class. In addition to the behavior expectations outlined below, you can find examples of grading rubrics which will be used as an evaluation guide of your soft skills [here. https://catlintucker.com/2017/09/teaching-assessing-soft-skills/](https://catlintucker.com/2017/09/teaching-assessing-soft-skills/)

Professional Business Conduct in Class:

You are preparing to enter the business world as professionals and to prepare for a business career, so I expect each of you to behave in a professional manner in class.

- Arrive on time and stay for the entire class (unless excused by me).
- Behave with honesty and integrity. Don't let your team down!
- Respect everyone in class and listen openly to their ideas.
- Come to class prepared for discussion.
- Refrain from engaging in behavior that disrupts the class

If at any time you are displaying disrespectful behavior, you may be asked to leave.

LumenAd has identified the following core values that drive their company culture and this is also behavior we strive for in this class:

Core values.

- Be Inclusive.
- Challenge yourself, and others.
- Be radically transparent.
- Iterate to success. Fast.
- Have an impact.

Email: According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their GrizMail accounts (netid@grizmail.umt.edu or fname.lname@umontana.edu). To avoid violating the Family Educational Rights and Privacy Act, confidential information (including grades and course performance) will not be discussed via phone or email.

Academic Integrity:

Academic misconduct is any activity that may compromise the academic integrity of the University of Montana. Academic misconduct includes, but is not limited to, deceptive acts such as cheating and plagiarism. Please note that it is a form of academic misconduct to submit work that was previously used in another course.

Plagiarism is the representing of another's work as one's own. It is a particularly intolerable offense in the academic community and is strictly forbidden. Students who plagiarize may fail the course and be remanded to the Academic Court for possible suspension or expulsion."

Students must always be very careful to acknowledge any kind of borrowing that is included in their work. This means not only borrowed words *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 work is plagiarism.” So, 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.

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at http://life.umt.edu/vpsa/student_conduct.php. It is the student’s responsibility to be familiar the Student Conduct Code.

Disability Accommodations: Students with disabilities will receive reasonable accommodations in this course. To request course modifications, please contact me within the first two weeks of class. I will work with you and Disability Services in the accommodation process. For more information, visit the Disability Services website at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text).

COLLEGE OF BUSINESS MISSION STATEMENT

The University of Montana’s College of Business is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

COLLEGE OF BUSINESS - ASSESSMENT AND ASSURANCE OF LEARNING

As part of our assessment process and assurance-of-learning standards, the College of Business has adopted seven learning goals for our undergraduate students:

- Learning Goal 1 – COB graduates will possess fundamental business knowledge.
- Learning Goal 2 – COB graduates will be able to integrate business knowledge.
- Learning Goal 3 – COB graduates will be effective communicators.
- Learning Goal 4 – COB graduates will possess problem solving skills.
- Learning Goal 5 – COB graduates will have an ethical awareness.
- Learning Goal 6 – COB graduates will be proficient users of technology.
- Learning Goal 7 – COB graduates will understand the global business environment in which they operate.