**MKT/MGT 431: Digital advertising**

**Fall 2021 syllabus (Version 1)**

**Class meetings**

Tuesday and Thursday 6:00 – 7:15 pm, in person, Bell Tower 2424

**Instructor**

Taylan Yalcin, DBA

Assistant Professor of Marketing

Martin V. Smith School of Business and Economics

**Email:** taylan.yalcin@csuci.edu

**Office hours:** Tuesdays and Thursdays 4:30 pm – 6:00 pm, in person, Sage Hall 2035

Zoom room for the office hour: <https://csuci.zoom.us/j/93522750477>

You can get an appointment at <https://calendly.com/taylan-ci>

The standard appointment is 15 minutes, but you can schedule multiple spots if you need a longer appointment.

**Course Description**

Presents and analyzes contemporary digital advertising with an emphasis on search engine advertising and programmatic advertising, which is the automated buying and selling of digital advertising spots. Topics include the history of digital advertising, how the digital advertising industry works, the roles it plays in society, privacy concerns that arise with it, why it is disruptive to current advertising practices, the economic principles driving its success, and the technology that makes it possible.

The course employs an experiential learning experience through the semester-long search engine advertising through Google Non-profit Marketing Immersion program. In this program the students are matched with a real-life non-profit client in order to build and run a 4-week long campaign with a $10,000 budget provided by Google Ad Grants.

**Course Learning Outcomes**

Upon completion of this course, you will be able to:

* Explain economic principles driving the evolution of digital advertising markets
* Describe conceptual and technological processes in creating a spot market for advertising
* Analyze the role of data collection, management, and sharing in digital advertising
* Compare and contrast the goals and strategies of campaigns conducted in digital advertising
* Design, run and evaluate a search engine advertising campaign through Google NMI program
* Assess the role digital advertising plays in society

**Course Outline**

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| --- | --- | --- | --- | --- | --- |
| **W** | **Date** | **Tuesday** | **Date** | **Thursday** | **Project Milestones** |
| 1 | 8/24 | Course Overview | 8/26 | Introduction to Google Non-profit Marketing Immersion | Search certificate |
| 2 | 8/31 | Introduction to Advertising | 9/2 | Digital Advertising Campaigns | Measurement certificate  |
| 3 | 9/7 | **Management Division Pres.**Client Management | 9/9 | **NMI Workshop - Management**Team contractCreate 1st draft of client emailPrep meeting agenda | Apply for client 9/7Set up Ads Manager accountSet up Google Ads Editor |
| 4 | 9/14 | Targeting and Segmentation | 9/16 | Ad Group Structure | Email client Research client website |
| 5 | 9/21 | **Technology Division Pres.**Conversion Tracking | 9/23 | **NMI Workshop - Technology**Google NMI Rules checklist | 1st client meeting |
| 6 | 9/28 | **Strategy Division Pres.**Keywords and Bidding | 9/30 | **NMI Workshop – Strategy**Keywords and bids 1st draft | Pre-campaign slides 1st draft |
| 7 | 10/5 | **Copywriting Division Pres.**Ad Texts and Extensions | 10/7 | **NMI Workshop – Copywriting**Ads 1st draft | Pre-campaign client presentation |
| 8 | 10/12 | Midterm Exam | 10/14 | **NMI Workshop Google Ads** | Build campaign |
| 9 | 10/19 | Campaign Optimization | 10/21 | **NMI Workshop Optimization** | Start campaign in class on 10/19 |
| 10 | 10/26 | History of Digital Advertising | 10/28 | Introduction to Programmatic Advertising | 1st week progress report |
| 11 | 11/2 | RTB Process | 11/4 | Credit in Programmatic | Mid-campaign client update by 11/2 |
| 12 | 11/9 | Bidding in Programmatic | 11/11 | Veterans Day (No class) | 3rd week progress report |
| 13 | 11/16 | Targeting in Programmatic | 11/18 | Data and User Tracking | End campaign in class on 11/16 |
| 14 | 11/23 | **NMI Workshop**Mock client presentations | 11/25 |  Thanksgiving Recess (No class) | Post-campaign slides 1st draft by 11/23 |
| 15 | 11/30 | Social Issues | 12/2 | Review | Post-campaign client presentation |
| 16 |  | No class (finals week) | 12/9 | Final Exam 7-9pm |  |

**All dates and items on this syllabus are subject to change at the instructor’s discretion.** In this class, the chances of changes to the schedule and assignments is higher than average, because both the industry of digital advertising and this class are new and rapidly changing.

**Assessment**

Your performance will be evaluated with several assignments, each weighted in your final grade as shown below. The required assignments may change. If so, the weighting will also change.

|  |  |
| --- | --- |
| **Assignment** | **Weight** |
| Google Ads Certifications | 5% |
| Team Project | 40% |
| Peer Evaluation | 5% |
| Division Presentation | 5% |
| Midterm Exam | 15% |
| Final Exam | 20% |
| Participation | 10% |
| **TOTAL** | **100%** |

Google Ads Certification. You will complete two Google Ads certifications. Doing this requires doing online Google Ads classes and passing the certification tests. These certifications can be valuable to you when searching for jobs in marketing. There are additional Google Ads certifications that you may complete to increase your knowledge and improve your resume.

Team Project. You will be completing the Google Non-profit Marketing Immersion program in small teams. This project involves meeting with a nonprofit organization, designing a Google Search advertising campaign for them, running the campaign (for real), and providing a report of the results of the campaign. **It will require substantial effort on your part.**

In the team project we will use a matrix structure organizing teams and divisions. Each student will be in a division and perform this role in their team. Each team will consist of 4 members, one from each of the following divisions with the main responsibilities of each role.

**Management:** Organization, communication and client management.

**Technology:** Managing Google Ads accounts and technical tasks.

**Strategy:** Keywords and bidding strategy.

**Copywriting:** Ad texts and extensions.

Please note that each team member is still responsible from the entirety of the project.

Division Presentation. Each division will brief the rest of the class on their division training.

Midterm. There will be one exam in this class after the first half of the semester. Don’t miss it!

Final exam. There will be a final exam to make sure you remember the most critical concepts from class. Missing this one is also strongly discouraged!

Participation. I am a big believer in participation, especially as part of a marketing course: You need to be able to present your thoughts in a discussion and more importantly you need to be able to convince people (i.e. me and the other students in the class) that your argument is valid. Good participation encourages thoughtful discussion and introduces multiple perspectives into class. Your participation will be recorded in each class meeting, according to the rubric below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **A** | **B** | **C** | **D** | **F** |
| **Contribution** | Introduces relevant concepts or articles to the conversation OR introduces a substantial new perspective. | Makes relevant point or provides anecdote.  | Provides response to short question. | Does not talk in class. | Does not show up. |
| **Relevance** | Builds on previous comment in a new way or explains why student disagrees with previous comment with new ideas. | Related to topic. | Provides response to short question. | Does not talk in class. | Does not show up. |
| **Frequency** | Contributes regularly but does not dominate. | Talks a little in class OR dominates the discussion. | Talks once or joins chorus a few times. | Does not talk in class. | Does not show up. |

Grading Scale. Your final letter grade will be determined based on the overall percentage you earned. The translation of percentage scores to letter grades is below:

97 and up A+ 87 to 89.99 B+ 77 to 79.99 C+ 67 to 69.99 D+

93 to 96.99 A 83 to 86.99 B 73 to 76.99 C 63 to 66.99 D

90 to 92.99 A- 80 to 82.99 B- 70 to 72.99 C- 60 to 62.99 D-

Late Assignments. I will accept assignment up to two weeks late. If a submission is late, it is penalized one letter grade (10%). It is your responsibility to keep track of due dates. Any changes to required work be made on Canvas, so watch out for new assignments and announcements throughout the semester. If you know **ahead of time** that an assignment will be late, talk to me to see if we can work something out so that you are not penalized.

**Course website and email**

I will use the **CI Learn** website (aka Canvas) to post assignments, readings, grades, class notes, and additional information. You should check CI Learn every day (or set up notifications) so you don’t miss anything important. You can access it through *my*CI, <http://myci.csuci.edu/>. You can also download the Canvas Student app for Android or iOS. I recommend doing so and setting up notifications to be alerted when there is something you should know.

I may also send you **email**, through CI Learn or my CI email account. Email to me must be sent from CI Learn or your CI email account, so that I know that it came from you. Please do not use a private account (e.g., gmail). This allows me to maintain your privacy and conform to federal laws protecting your rights as a student.

**CSUCI Services and Policies**

**Covid Related Health Policy**

CSUCI is following guidelines from the California Department of Public Health and Ventura

County Department of Public Health to promote safety during the COVID-19 pandemic for

CSUCI students, employees, and visitors on the campus, to help prevent and protect oneself

and others from the spread of the virus. Students are required to adhere to all health and

safety requirements outlined on the University’s website regarding COVID-19. Failure to do

so may result in removal from the classroom and, in keeping with CSU policy, the student

may also be denied access to campus/programs.

**Disability Accommodations**

CSU Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning, or other disabilities are encouraged to contact Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. You can [apply for DASS services here](http://r20.rs6.net/tn.jsp?f=001bVYZ2nQHupCVFlvb96IuQ2GXEZNzlzoM-965ykncO1nbjE7XuIE1dAqWI2FItZuzr3XbEE8v0O7gwNPWLJkvmW4ONpSt_RYVv4NC55KSD1c3lT32cC2ZI8B-4wjw6wOZ5SoBJHBsYyERaHkfqSwghf_BqC81ivX1IDGv9duyKlvVSzzTpcoOKzXtU-KgK1_u&c=5Rv9YNau7ESu1ZSmC6Z0csiNAanjv8DikzVdhYclJUz30sK1BGVgIQ==&ch=mVQTvmSeRK7BEvpZY-AxpSIZQylD8zCwM15ZCYOJmKnxHn_nu3P3CQ==). Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

**Counseling and Psychological Services (CAPS)**

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support); you can also email us at caps@csuci.edu or visit our [website.](http://r20.rs6.net/tn.jsp?f=001bVYZ2nQHupCVFlvb96IuQ2GXEZNzlzoM-965ykncO1nbjE7XuIE1dAqWI2FItZuz8nXTAzZEyfexPw5HHFBrHBfrvrbCHmOgZ-Ie-nlLLluiG-DczOs10iTWNYGGApZ7XbToSKrUDxKAMbe4XMUb-w==&c=5Rv9YNau7ESu1ZSmC6Z0csiNAanjv8DikzVdhYclJUz30sK1BGVgIQ==&ch=mVQTvmSeRK7BEvpZY-AxpSIZQylD8zCwM15ZCYOJmKnxHn_nu3P3CQ==)

**Emergency Intervention and Basic Needs**

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals or experiencing homelessness/housing insecurity (e.g. sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up to date information on the [Basic Needs Program](http://r20.rs6.net/tn.jsp?f=001bVYZ2nQHupCVFlvb96IuQ2GXEZNzlzoM-965ykncO1nbjE7XuIE1dAqWI2FItZuz9nm4Yl83ZuDphHAEYMBTglNl2bEJt9pVZE1Ud2EhqIy3ZfTgEYf8F1kdruu-K8BpjaZbDrdWcZc7ISURE8iZc22T5XREejRI&c=5Rv9YNau7ESu1ZSmC6Z0csiNAanjv8DikzVdhYclJUz30sK1BGVgIQ==&ch=mVQTvmSeRK7BEvpZY-AxpSIZQylD8zCwM15ZCYOJmKnxHn_nu3P3CQ==).

**Campus Tutoring Services**

The Learning Resource Center (LRC) offers free one-on-one peer tutoring for all MVS School undergraduate courses. The LRC tutors will help students with study skills, fundamental concepts, comprehension, homework, test preparation, and much more. The LRC now also offers online tutoring through Zoom! The Peer Tutor Schedule is available via the [LRC webpage.](http://r20.rs6.net/tn.jsp?f=001bVYZ2nQHupCVFlvb96IuQ2GXEZNzlzoM-965ykncO1nbjE7XuIE1dAqWI2FItZuz-TygdKuVCCmxqghtaolBjsDIvLzKKPZ3os3GzHxKyeV0B6bS2gAOqwSCHRso5xA_WZLLAYbgc3XwLZVrE3jVVRHTTA2EizMCDhDEQcFjXZVPoZkl8bMNLA==&c=5Rv9YNau7ESu1ZSmC6Z0csiNAanjv8DikzVdhYclJUz30sK1BGVgIQ==&ch=mVQTvmSeRK7BEvpZY-AxpSIZQylD8zCwM15ZCYOJmKnxHn_nu3P3CQ==)

**Writing & Multiliteracy Center**

The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address 21st Century challenges of creatively thinking about and composing in written, oral, visual, and digital forms of communication. Peer consultants help you at any stage of the composition process via one-to-one or group consultations, online consultations, and workshops offered throughout the semester. To make an appointment to work with a consultant or to learn more, visit the [WMC webpage.](http://r20.rs6.net/tn.jsp?f=001bVYZ2nQHupCVFlvb96IuQ2GXEZNzlzoM-965ykncO1nbjE7XuIE1dAqWI2FItZuzcLOezjLFwebRaXtDnxmb1Ia0vMU4d6C_SG46gHCjr_UC0yuF61eMpo_SOAWoH4hFzt-whXoRoaN4MMcJ8Z76qQ==&c=5Rv9YNau7ESu1ZSmC6Z0csiNAanjv8DikzVdhYclJUz30sK1BGVgIQ==&ch=mVQTvmSeRK7BEvpZY-AxpSIZQylD8zCwM15ZCYOJmKnxHn_nu3P3CQ==)

**Title IX and Inclusion**

Title IX & Inclusion manages the University’s equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus’ response to the University’s nondiscrimination policies. CSUCI prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands’ commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit the [Title IX webpage.](http://r20.rs6.net/tn.jsp?f=001bVYZ2nQHupCVFlvb96IuQ2GXEZNzlzoM-965ykncO1nbjE7XuIE1dAqWI2FItZuzu9p6a_UZkALYznNq4LeZ3NGppWcj34XTOQZJ2cj_vhFd8FDUQNgrneJJ7pqDHROr2YnIclQ-BrDcVvHiRWWXjbDPELvcfXMW&c=5Rv9YNau7ESu1ZSmC6Z0csiNAanjv8DikzVdhYclJUz30sK1BGVgIQ==&ch=mVQTvmSeRK7BEvpZY-AxpSIZQylD8zCwM15ZCYOJmKnxHn_nu3P3CQ==)

**Academic Integrity**

As an institution of higher learning, CSUCI values academic integrity and will not tolerate acts of academic dishonesty. Academic dishonesty includes but is not limited to such things as cheating, inventing false information or citations, plagiarism, and helping someone else commit an act of academic dishonesty. If a student is found responsible for committing an act of academic dishonesty in this course, an appropriate academic penalty will be assigned, and the incident will be referred to the Dean of Students Office. For additional information, please refer to CSUCI’s [Policy on Academic Dishonesty](http://r20.rs6.net/tn.jsp?f=001bVYZ2nQHupCVFlvb96IuQ2GXEZNzlzoM-965ykncO1nbjE7XuIE1dAqWI2FItZuz3nIDZ-KHjlgUuAN6uglHfZjfV4lARdDaWAHoup4sk1x6WDFdT61H_CMZ4WSjNdalxNs4KrgukPVs-oHcLARysWs2KWNKVmXSO_HM5IXgT5Wp8hA9E-slyWdc1DeAlCQ5s2ygiXFXgkCnGwqSimcsg7PxoPCLj1y0-CfWKjximxgaHVpjNBD5Ng==&c=5Rv9YNau7ESu1ZSmC6Z0csiNAanjv8DikzVdhYclJUz30sK1BGVgIQ==&ch=mVQTvmSeRK7BEvpZY-AxpSIZQylD8zCwM15ZCYOJmKnxHn_nu3P3CQ==).

Academic dishonesty is a serious violation of the trust upon which the success of our community depends. Understand that, by registering in this course, you agree to uphold your end of the deal.

Extra note on plagiarism: plagiarism is attempting to pass off someone else’s work or ideas as your own. If you copy words (e.g., a sentence) from another source, you have to (1) put those words quotes and (2) provide a reference saying where you copied the words from. In addition, if you reword or paraphrase ideas from another source, you have to provide a reference. Academics do not make things; all we have is our ideas. So if you try to pass off someone’s ideas as your own, academics see that as theft.