

# MKT/MGT 431: DIGITAL ADVERTISING

## FALL 2024 SYLLABUS

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Channel Islands  
CALIFORNIA STATE UNIVERSITY

### Class meetings

Tuesday and Thursday 3:00 – 4:15 pm, in person, Sierra Hall 1121

### Instructor

Shumin Chien  
MVS School of Business and Economics  
California State University Channel Islands

**Email:** shumin.chien@csuci.edu  
**Office:** MVS Hall 2174  
**Office hours:** Tuesday and Thursday  
2:00 pm – 3:00 pm

**Office hours:** Tuesday and Thursday 2:00 pm – 3:00 pm, in person (MVS Hall 2174)

Zoom room for the office hour: <https://csuci.zoom.us/j/6979460476>

The standard appointment is 15 minutes, but you can schedule multiple spots if you need a longer appointment. Please email me first before you book your appointment.

**Units: 3** Three hours seminar per week

**Prerequisite(s):** Junior or Senior Standing

### Course Description

Presents and analyzes contemporary digital advertising with a strong emphasis on programmatic advertising, which is the automated buying and selling of digital advertising spots. Topics include the history of digital advertising, how the programmatic 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, the technology that makes it possible, and the future of Connected TV.

Drawing on economic principles of spot markets, advanced data management techniques, and sophisticated computer algorithms, programmatic allows advertisers to target fine-grained consumer groups, geographic locations, times of day, etc. while paying prices that reflect the success rates of the purchased impressions. Programmatic advertising is growing at a rapid pace and disrupting the advertising industry.

### 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 and evaluate a digital advertising campaign
- Assess the role digital advertising plays in society

## Course Outline

W	Date	Tuesday	Date	Thursday	Project
1	8/27	Course Overview and Instructions	8/29	History and Evolution of Advertising 1	Introduce yourself – by 8/30
2	9/3	History and Evolution of Advertising 2	9/5	Programmatic Basics	Edge Academy - Executive by 9/9
3	9/10	Ad Tracking	9/12	Ad Tracing and 3 <sup>rd</sup> party cookie	Concept map -100 ms RTB process
4	9/17	Identity	9/19	Guest speaker	2 questions
5	9/24	Data	9/26	Brand Safety and Ad Fraud	One page paper
6	10/1	Measurement, Forecasting and Goal setting	10/3	Auction Types 1	
7	10/8	Auction Type 2	10/10	Linear TV and Connected TV	
8	10/15	Linear TV and Connected TV 2	10/17	<b>Midterm Exam</b>	
9	10/22	Team Project	10/24	Team Project	
10	10/29	Team Project	10/31	Team Project	
11	11/5	Team Project	11/7	Team Project	Edge Academy - Data Driven Planning by 11/6
12	11/12	Team Project	11/14	Team Project	
13	11/19	Team Project	11/21	Team Project	
14	11/26	Team Project	11/28	No class - Thanksgiving	
16	12/3	Team Project	12/5	Team Project	
17	12/10	<b>Final Exam</b>			

**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 programmatic 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 of assignments may change. If so, the weighting will also change.

Assignment	Weight
Conceptual Maps	5%
Questions & Paper	7%
Edge Academy Certifications	15%
Team Project	28%
Terms Quiz	7%
Midterm	15%
Final	15%
Class Attendance	8%
<b>TOTAL</b>	<b>100%</b>

Conceptual Maps. Students will create conceptual maps to visualize how different concepts (e.g., types of companies, and steps in the bidding process) relate to each other.

Questions & Thoughts. Students will email 2 questions to me one day before the guest speaker’s course. Students will need to submit a one-page paper of what they learned from the speakers.

Edge Academy Certifications. You will complete two Trading Academy certifications, an Executive course, and Data-Driven Planning. You may complete the other two courses on your own to increase your knowledge and gain certifications valuable that can be valuable when looking for a job.

Team Project. You will build and run a campaign for non-profit in small teams. This project involves meeting with a nonprofit organization, designing an 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.**

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

Class Attendance. You will receive credit just for showing up to class. This reflects the reality that consistent attendance at work is an important, if implicit, part of many employee’s performance reviews. I want to help you develop habits that will support your success in the workplace. You will lose points for absences and tardiness. If you miss class for an emergency (e.g., medical necessity) and provide documentation, you will receive credit for attendance.

Talking in Class. I am a big believer in learning to speak up in class, especially as part of a business course, because being able to to present your thoughts in a discussion is an important skill in many jobs. In addition, good participation increases learning by introducing multiple perspectives and encouraging class members to think more deeply.

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 one week 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 *myCI*, <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

### 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](#). 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](mailto:caps@csuci.edu) or visit our [website](#).

### 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](#).

### 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](#).

### Writing & Multiliteracy Center

The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address 21<sup>st</sup> 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](#).

### **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](#).

### **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](#).

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.