



BUDT 758F: GOOGLE ONLINE CHALLENGE AND ANALYTICS

SPRING 2016

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<p>Office Hours: By appointment</p>

Course Description

This course is a hands-on learning-by-doing course. This course will cover the basics of digital strategies and online analytics and students will work in teams to design, develop, and implement digital strategies for real-world clients. An integral part of the course is the Google Online Challenge. Students will work in teams of 5 in conjunction with a client to develop online sponsored search as well as social media strategies. The teams will also learn to use analytical tools to analyze the performance of their social media as well as sponsored search campaigns and provide guidelines to the client for future campaigns. This “real-time, real-business, real-money” challenge provides a valuable opportunity for students to gain a first-hand experience with online advertising as well as social media, and benefit from the immediate performance feedback. At the end of this course, students should not only have a good conceptual understanding of the nuances of digital strategies and competition, but also be proficient in developing, implementing, and executing digital strategies for firms.

Course Materials

Required Texts

1. Davis, J. L. 2016. *Google Analytics Demystified: A Hands-On Approach (Second Edition)* ISBN 9781514858240. Middletown, Delaware: Joel Davis
2. Weber, J. 2015. *Practical Google Analytics and Google Tag Manager for Developers*, ISBN 978-1-4842-0266-1. New York: apress

Students are also required to use the Web extensively to find relevant materials (relating to the client’s industry as well as relating to sponsored search and social media strategies).

You should also be familiar with the readings posted on the Google Challenge Website <http://www.google.com/onlinechallenge/>

Additional material will be posted on ELMS. The site will be regularly updated. Make sure your email address in Testudo and University directory is up-to-date. Announcements and other course materials will be distributed through the site.

Course Format and Grading

While this course is comprised of lectures, class discussions, and presentation/feedback sessions, this is primarily a project-based course. Students will work in teams to identify a real-world client to design, develop, implement, and execute sponsored search as well as social media strategies. The course is structured to provide maximum flexibility to work with real-world events as they arise. The course begins with instructions to provide basic theoretical and practical knowledge necessary to begin your project. We will then conduct weekly meetings with the instructor(s). A majority of learning will occur while working on the projects.

The primary component of the course is the design, development, execution, and measurement of an online sponsored search advertising campaign for the client. Performance of the teams (as well as individuals in each team) will be determined by their performance on each of these components.

Grading

• Adwords Certification	10 points
• Pre-campaign Strategy Report and Presentation	40 points
• Post-campaign Summary Report and Presentation	80 points
• Class/meetings participation	30 points
• Client Feedback	40 points
Total	200 points

In the “sponsored search part” of the project, students will participate in the Google Online Marketing Challenge (GOMC) in which they will receive \$250 USD to spend on online advertising for the company of their choice. The Google Challenge requires student teams to develop and manage real online marketing campaigns for their clients and compete against other student teams globally. Read up on the details of the challenge at <http://www.google.com/onlinechallenge/>, and in particular the competition guidelines <http://www.google.com/onlinechallenge/discover/index.html>

Teams: Each team should nominate a team leader (as required by the GOMC). While everyone in the team will be involved in all tasks relating to their campaign, the team should designate one person each to coordinate the following broad categories of tasks – **(i)** Coordination with the Client; **(ii)** Design, development, and implementation of the sponsored search campaign; **(iii)** Technology and systems; **(iv)** Performance measurement, Reporting, and Analytics.

Note: Effective technical implementation of Google Analytics as well as Google Adwords are fundamental to the success of the project. Every member of the team is required to actively contribute to all the technical aspects of the project. Your contribution (or lack thereof) to the technical aspects of the project will significantly impact your individual grades.

Reports: Assessment of the reports will use criteria similar to what is described in the Student Guide. You would also need to submit an “Impact Statement” if your client is a non-profit organization.

Social Media Strategy: While the course will primarily focus on the sponsored search campaign for the client, the teams will also analyze the client’s existing social media strategy. Implementing a social media strategy is optional and will be done in consultation with the client, and the instructor(s).

Online Wiki: Each team member is required to create and maintain a wiki on the course website on ELMS. Individual Wikis will need to be updated at least once each week with details about activities performed by the individual in relation in the campaign and interactions with the client. While providing detailed (bullet-point) accounts of each week’s activity is crucial, contributions to the wiki will be judged based primarily on the quality of the contributions. In addition to individual wikis, each team will also provide a summary update of their progress and weekly meetings/conference calls with their clients.

Client Feedback: Being a real-world project for a client, one of the objectives of the teams should be to have a good understanding of the client’s needs, (technical) capabilities, and the requirements of the campaign. Each client will evaluate the performance of the team and send their evaluations to the instructors.

Peer Evaluations: In order to ensure everyone's participation in these team projects, team members' contributions and performance will be evaluated by peers. The scores will be sent directly to the instructors.

Class Attendance and Participation: This course is largely structured as a learning-by-doing course. We will however, have class meetings at regular intervals for team presentations, and lectures. Attendance is mandatory for these classes. For the most part, students will work closely with their team members and participate actively in meetings with clients. Participation in project meetings and classes is included as part of the grade.

ACADEMIC INTEGRITY: The University's Code of Academic Integrity is designed to ensure that the principles of academic honesty and integrity are upheld. All students are expected to adhere to this Code. The Smith School does not tolerate academic dishonesty. All acts of academic dishonesty will be dealt with in accordance with the provisions of this code. Please visit the following website for more information on the University's Code of Academic Integrity:

<http://www.studenthonorcouncil.umd.edu/code.html>

STUDENTS WITH DISABILITIES: Please inform the instructors of your needs at the beginning of the semester. The instructor will then consult with the department chair and the Disability Support Service in order to determine and implement appropriate academic accommodations.

TENTATIVE SCHEDULE

Session	Topics and Deliverables	Room
1	Jan. 29 Introduction and Overview	1330
2	Feb. 5 Sponsored Search Campaigns	1330
3	Feb. 12 Google Analytics	1330
4	Feb. 19 Google Analytics	1330
5	Feb. 26 Google Adwords	1330
6	Mar. 4 Google Adwords Adwords Fundamental Exam*	1330
7	Mar. 11 Pre-Campaign Strategy – Presentations Prelim Report Due Advanced Search Exam*	1330
8	Mar. 25 Google Challenge Advanced Display Exam*	1330
9	Apr. 1 Google Challenge	1330
10	Apr. 8 Google Challenge	1330
11	Apr. 15 Google Challenge Mid- Campaign Update - Presentations	1330
12	Apr. 22 Google Challenge	1330
13	Apr. 29 Google Challenge	1330
14	May. 6 Post Campaign Summary Post-Campaign Strategy – Presentations Final Report	1330
15	May 13 Performance Review	1330

*As a part of this course you will be required to complete the three Adwords Exams and obtain the Google Adwords Certification. More details can be found here: [More about Adwords Certification](#)