MKTG 957 – Digital Marketing and Commerce

Professor Rick Wilson
Spring Quarter, 2013
Monday – Thursday 3:30-5:00 pm

Instructor Information
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Nature and Purpose of the Course

In this experiential learning class you and your business team members will create an online retail strategy and working internet commerce site – including positioning your retail brand against target consumers, choosing category assortment, negotiating certain terms with vendors, setting prices and promotions, managing inventories, developing messaging and advertising, factoring in competition, and constructing a viable online business model.

Then comes the hard part as real consumers shop your stores at a KSM online shopping Mall. Depending on how they shop and what they buy, you must react, fast and effectively as the 'pop-up' online store will only be open for two shopper cycles. This new experiential Marketing course builds on material covered in Marketing 430, Marketing 466, and other Marketing classes, and is a unique opportunity for Kellogg students to interact with an impressive list of top digital marketing and commerce executives who will lecture on current topics and current practices within the course's structured academic setting. The course will be highly relevant to students with career interests in digital marketing, online commerce, consumer products, retailing, product and merchandising management, new business development, and entrepreneurial start-ups.

Spring 2013 Course Introduction

The Spring 2013 pilot of this new Kellogg course is being designed with several curriculum innovations that have not previously been used in the classroom, including real-time eCommerce platform development, real consumers as shoppers, and competing internet business strategies. Unlike a classic lecture course, students enrolling in the Spring 2013 introduction of Mktg 957 will be asked to assist in refining the process and tools used in class, and should anticipate that areas for improvement will inevitably surface. Students in the Spring 2013 class should enroll in the course recognizing that they will be participating in a pilot.

Course Materials

1. Reference material and assignment information on the course Blackboard site
[Note: There is no casepak or text for this course; all material can be obtained on Blackboard]

Student Business Teams

The class will be divided into six competing business teams of five (5) students each. During the first week of the course, each team will organize their management structure and assign each individual a specific functional role. An illustrative five-person structure might include a Chief Format Officer, Chief Merchandising Officer, Chief Brand/MARCOM Officer, Chief Pricing and Performance Officer, and Chief Technology Officer. Due to the speed and intensity of this exercise, it will not be possible for individuals to switch groups.

Designing, launching, and managing your own digital commerce site is an exciting challenge. It is also one that is apt to be unfamiliar to most students. To guide your transition into full-fledged e-marketers, the course specifies discrete outcomes that your team must complete each week, some of which you will deliver to the instructor as tangible submissions for grading.

Evaluation of Students' Work

Course concepts will be introduced in both class learning sessions and lab application sessions, and most weeks we will discuss a topic relevant to the planning, design, development, launch, tracking and management of an online retail marketing and commerce presence. In-person course sessions are complemented with materials that further elaborate key concepts.

Unless otherwise indicated, all submission assignments are required and must be emailed to the course instructor by the date when they are due. Graded course assignments and their weights are as follows:

Grade Component	Weight
1. Group Online Store Launch and Written Plan	30%
2. Two Speaker Summaries	10%
3. Group Final Audit and Presentation	30%
4. Class Engagement and Participation	20%
5. Business Team Peer Evaluations	10%

Grade Component 1: *Group Online Store Launch and Written Plan*

Each team is required to launch a fully functioning eCommerce retail store by the end of week five, and submit a written description of their Store Strategy and Launch Plan. Details of what is to be included in this written submission will be provided to you

in the first class session. 30% of your grade in the course will be based upon both the timely launch of your online store as well as the written summary you submit.

Grade Component 2: *Speaker Summaries*

You will be assigned two guest speakers for which you and another student in the class will be asked to prepare and upload a course Blog summary of key points covered in the presentation and ensuing class discussion. These Blog entries are due by the end of the day following the guest speaker's visit. Details of what is expected and how Blog entries will be created will be provided in the first class session. At the conclusion of the course, this private course Blog will provide the class a valuable repository of current and fresh digital marketing and commerce insights from leading practitioners. 10% of your final grade will be based upon the quality of your Blog entries.

Grade Component 3: *Group Final Audit and Presentation*

At the completion of the Live Market phases each team will prepare and deliver to the class a PowerPoint presentation which provides a Board-level brief of business results, competitive assessment, customer audit, recommended business model adjustments, insights into what worked and didn't work and why, and go-forward recommendations and conclusions as if their business activity were a real company initiative. The presentations will account for 30% of your total grade, and should be structured for 20 minutes of engaging presentation and Q&A, with detailed explanatory notes on each page in the version submitted.

Grade Component 4: *Class Engagement and Participation*

Active student participation in each class session is essential to making this experiential learning approach fully effective. As such, 20% of your grade will be based on both class attendance and the quality of your engagement and participation

Grade Component 5: *Business Team Peer Evaluations*

Individual grades in the course will be affected by the 360^0 evaluations each student provides to and receives from other members of their Digital Commerce business team. Group members will evaluate one another in terms of: 1) attitude, 2) originality, 3) initiative, 4) contribution, and 5) dependability. These final peer evaluations will account for 10% of your grade. I will collect interim (midpoint) evaluations about week five of the course to check on your teams and ensure you are working together productively. The interim evaluations will not impact your grades, but will be used by you and the instructor as opportunities to surface and discuss any concerns or issues with your team.

Class-by-Class Course Schedule

CLASS	DATE	SUBJECT
1	Apr 3	Course Overview and Team Organization
2	Apr 4	Lab: *Commerce Design Tools and Technologies*
3	Apr 8	*Structuring Online Categories and Assortments*
4	Apr 11	*Wireless Accessories category and shoppers*
5	Apr 15	*User Experience and Online Store Design*
6	Apr 18	*Managing the Omnichannel Portfolio*
7	Apr 22	*eCommerce Brand and Image Management*
8	Apr 25	*Content Management in eCommerce*
9	Apr 29	*Online Pricing and Promotion Planning*
10	May 2	*Using Customer Data to Drive Results*

Assignment Due (by midnight, May 3, 2013): Online store finalized
Assignment Due (by midnight, May 5, 2013): Submit written Launch Strategy and Plan

11 (live)	May 6	*Web Analytics and User Behavior Online*
12 (Live)	May 9	*Digital Commerce Analytics and Adaptation*
13	May 13	*When Things go Wrong With Online Commerce*
14	May 15	Lab: *Results from first Live Shopper cycle*
15	May 16	*How Online Reporting Drives Critical Decisions*
16 (Live)	May 20	*Integrating Mobile into eCommerce*
17 (Live)	May 23	*Managing the Supply Chain: A Vendor Perspective*

Assignment Due (by midnight, June 1, 2013): Final group presentation

18	May 30	*Operational Realities in Digital Commerce Enterprises*
19	Jun 3	Team Presentations
20	Jun 6	Team Presentations

Assignment Due (by midnight, June 6, 2013): Peer evaluations

Reading Assignments

All advance reading material for each class session will be made available to you on Blackboard or handed out in class. There is no assignment due for the first class session, but attendance is required.

Contacting Me

I will routinely use Blackboard and email to communicate with you about various course-related issues; **please use e-mail** as the primary way to get in touch with me, ask me questions about course notes and concepts, and run assignment clarifications by me. As with most people today I check e-mail regularly. I am also available to meet with you or your business team by appointment. My e-mail address is: r-wilson3@kellogg.northwestern.edu.

Class Attendance and Behavior

Attendance is required for the first class session. Regular class attendance is expected and will play a major part in shaping your final grade. Attendance is expected on days that outside executive speakers are presenting. You must email me in advance of any class you will not be attending. You may bring coffee, tea, or other liquid refreshments into the classroom, but eating meals in the classroom is not allowed. Please do not arrive late or leave the classroom in the middle of class for a few minutes and then return; this is disruptive.

Honor Code Issues

In this course, individuals from different teams may discuss exercises and assignments. They may share information, discuss analyses, compare observations, and otherwise engage in understanding the course material more completely. However, when the time comes for each team to develop and turn in submissions, each team should do so based upon their own independent final work. **Each team's course deliverables should reflect their own unique point of view, irrespective of the amount of collaboration with others prior to the development of the final output.**

Electronics in the Classroom

Laptop or tablet usage in class lecture sessions is handled just as it would be if you were attending a senior executive review with your company's Board of Directors – it is only appropriate if it is enhancing and contributing to your active participation in class. The use of cell phones is not allowed at any time.