MKTG300002
Online Advertising and Price Strategy

Program : Global Summer Program
Term : Summer 2024
Duration : June 03, 2024 - July 26, 2024
Contact Hours : 54
Fudan Credits : 3

Course Description:
In the digital age, the art and science of marketing are rapidly evolving. This course, "Online Advertising and Pricing Strategy," is designed for undergraduates eager to delve into the dynamic world of digital marketing. The course offers an in-depth exploration of various online advertising platforms, including social media, search engines, and more, revealing the intricate mechanisms that drive successful digital campaigns.

Students will gain a comprehensive understanding of how online advertising works, exploring cutting-edge targeting techniques, algorithmic nuances, and the impact of data analytics in shaping marketing strategies. The course will then bridge into the realm of pricing strategies, examining how targeted online advertising enables firms to design innovative and effective pricing models.

Course Goals:
1.Fundamentals of Online Advertising: Understanding different digital platforms and advertising formats.
2.Mechanics of Digital Campaigns: Exploring algorithms, data analytics, and targeting methods.
3.Consumer Insights and Behavior: Analyzing how digital influences consumer choices and interactions.
4.Innovative Pricing Strategies: Learning how targeted advertising informs dynamic pricing, subscription models, and personalized pricing.
5.Ethical Considerations: Addressing the balance between effective marketing and consumer privacy.

Through a mix of lectures, case studies, interactive projects, and guest speakers from the industry, students will emerge with a holistic and practical grasp of how online advertising and pricing strategies are developed and implemented in the real world.

Prerequisites:
No prerequisites.

Textbook:
There is no required textbook.

References:
- Influence: Science and Practice" by Robert B. Cialdini
- Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, Nicholas F. Bormann, and Debra Zahay

Schedule:

Lecture	Date	Time	Topic
1	June 3, 2024	**Online Sessions** Lecture 1 - 8: 08:30-12:00 BJT (UTC+8)	Review: Introduction to Marketing
2	June 6, 2024		Consumer Behavior in the Digital Age
3	June 11, 2024		Search Engine Optimization
4	June 13, 2024		Google Analytics Search Advertising
5	June 17, 2024		Search Advertising Case 1
6	June 20, 2024		Display Advertising Case 2
7	June 24, 2024		Social Network
8	July 19, 2024		Social Media Marketing Case 3
9	July 22-July 26, 2024	**Offline Sessions** Lecture 9 - 12: TBD	Price Competition
10			Regression Analysis
11			Regression Analysis
12			Thesis

Assessment:

Assessment Task	Weighting
1. Attendance & Participation	20%
2. Assignments	30%
3. Thesis	50%

Grading Scale:

Grades	A	A-	B+	B	B-	C+	C	C-	D	F
100	90-100	85-89	82-84	78-81	75-77	71-74	66-70	62-65	60-61	<60

The instructor will use the grading system as applied by Fudan University.

Credit Point Value:

Component	Contact Hours	Fudan Credits
Academic Lectures	44	3
Thesis/Exam	4	
Field Trip	3	
Seminar	3	
Total	54	

At Fudan University, the duration of one contact hour is 45 minutes, and 18 contact hours are equivalent to 1 credit.

Note: The document is subject to change at the discretion of School of Management, Fudan University.