LSE Executive Education

Digital Marketing Strategy - Provisional Timetable

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning Session 9.30 -10.30	From 8.00am Registration Introduction Why is there dissatisfaction with "Old Media"?	Outbound Digital Marketing: Display ads, paid search, pay-per-click, native ads, Mobile ads (continued)	Social Media Marketing: Facebook, Instagram, YouTube, Twitter, Snapchat Listening to Social Conversations,	Correlation vs. Causation: The Role of Experiments The P-T-L (Predict-Test-Learn) approach to New Media	AdTech: AI, Blockchain and Programmatic Advertising Pricing in the Digital Space Dual Distribution
Coffee Break 10.30 – 11.00 (2nd floor Mezzanine)
Morning Session 11.00 -13.00	Brief introduction to Digital Platforms The Outbound vs. Inbound vs. Social vs. Mobile Distinction	Measuring Effectiveness of Display ads (banner ads) Case: MedNet.com	Participating in social conversations Amplifying the Message & Creating Advocates Assignment #2 Posted; Case: Dove Campaign	Running Experiments (basic and advanced A/B Testing)	Cookies vs. the new cookie-less world Generative AI and ChatGPT Text sentiment analysis for User Generated Content
Lunch 13.00 – 14.00
Afternoon Session 14.00 -15.45	Outbound Digital Marketing: Display ads, paid search, pay-per-click, native ads, Mobile ads	Inbound Digital Marketing: Search engine and landing page optimisation Getting Found	Mobile Marketing: Mobile banner ads, texts, location-based storytelling Apps vs. Ads	Attribution Analysis in Outbound Digital Marketing Case: Cloverleaf	Segmentation in the digital space - personas and their use (Cambridge Analytica) Case: GM's Cadillac's Online Chatter
Coffee Break 15.45 – 16.15 (2nd floor Mezzanine)
Afternoon Session 16.15 -17.45	Measuring Effectiveness of paid search (GoogleAdWords) Simulation Run #1; Assignment #1 Posted	Creating content Landing page optimisation Simulation Run #2	Simulation Run #3; Assignment #3 Posted	Simulation Run #4; Assignment #4 Posted	Keys to a Successful Digital Marketing Strategy Simulation Wrap-Up
Evening Events	Welcome Reception			Celebration Dinner	