Suggestion: do not delay studying till the last minute. Do not hesitate to come to my office hours or schedule an appointment if you have a conflict. I will also answer your questions via email.

Exam is cumulative but there is more weight put on the material presented after EXAM 1.
- There will be approximately 30% of questions (or total points) from Lectures 2 through 8 (excluding the cases and articles)
- There will be approximately 70% of questions from Lectures 9 through 13
- Remember that some of the material discussed in Lectures 9-13 actually relies on your complete understanding of prior lectures.

Reading

- Lecture Notes: Lectures 2 through 8
- Lecture Notes: Lectures 9 through 13
- HBS cases
  - “Google Advertising”
  - “Air France Internet Marketing: Optimizing Google, Yahoo!, MSN, and Kayak Sponsored Search”
  - HBS case: “How Media Choices are Changing Online Advertising”
  - HBS case: “Procter and Gamble”

Some highlighted topics

Beyond the problems solved and discussed in HW3 and HW4 the following list should serve as a reminder of what we covered in lectures 9 through 13. Please refer to EXAM 1 handout for topics covered in lectures 2 through 8.

Online Advertising Methods
Search advertising pricing
Cost Per Click vs. Cost Per Action
Advertising Payment Methods
Search Engine advertising
Click Fraud
Online Advertising Models
Measurability
Google Advertising
AdSense and AdWords

Know how to calculate and what they are:

- Cost-per-Click
- Click-Through Rate
- Transaction Conversion Rate
- Net Revenue
- Return on Ad $ Spent (ROA)
- Average Revenue per Transaction or Booking
- Probability of Booking
- Cost per booking

Importance of Brand Equity
Measuring Brand Equity
Brand equity outcomes

Know the steps how to calculate Brand Value:

- Segmentation,
- Financial analysis,
- Demand analysis,
- Brand strength analysis,
- Calculation of the net present value of brand earnings.

Advertising Content
Humor in ads
Celebrities in ads
Fear in ads
Comparative advertising (no need to know the details from the presented research but understand the effects of comparative advertising on demand)
PLUS whatever else we are able to cover on Tuesday, March 12th

Format of the Exam

The format of the exam will be the following:

- 2 questions (with subparts) where you will need to solve for something and explain results
- 2 questions about a case
- 2 (with subparts) questions testing your understanding of the rest of the material

Remember that I will formulate questions in such a way that there is only one correct answer