Reading

- Lecture Notes: Lectures 9 through 12 (including 3/19 Guest Lecture and part of Lecture 8)
- HBS cases
  - HBS Case “Google Advertising”
  - HBS Case “Paid Search Advertising”
  - HBS Case “Air France Internet Marketing: Optimizing Google, Yahoo!, MSN, and Kayak Sponsored Search”
  - HBS case: "Amazon, Apple, Facebook, and Google"
  - HBS case: “Hulu: An Evil Plot to Destroy the World?”
  - Freakonomics Podcast "The Maddest Men of All"
  - Video on Real Time Bidding

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 12.

Advertising Costs – understand each of the following terms

- Coverage
- Reach/cumulative reach
- Frequency
- CPM/CPM-TI
- GRP

3 ways to schedule the same amount of ads
3 stages of Network ad time market

- Advertising Avoidance

Online Advertising

- 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

Big Data
Real Time Bidding

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

Advertising regulation

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
- 2-3 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