



Sem: SP 2024 **Class Day/Time:** Wednesdays 11:10am – 12:30pm **Room:** Gerlach 285

Instructor: Jon Quinn **E-mail:** quinn.402@osu.edu

Office Hours: Tuesdays 9:30 – 11:30am & by Appointment **Location:** Fisher 340

Course Description: Many large retailers are integrating their own advertising platform within their eCommerce site, including Wal-Mart, Target and very recently Lowe’s “One Roof” advertising network. The advertising division of Amazon and their representatives will co-lead the course sessions. This course is a hybrid of traditional coursework and a hand-on project experience. In the first half of the semester, students will learn about Amazon’s retail business, sponsored ads, programmatic display ads, OTT (over-the-top, aka “streaming” television), and audio ads. In the second half of the semester, students will apply the knowledge they obtained in the first half of the semester to a “real-life” client assigned through one of Amazon’s partner agencies and will manage that client’s budget for 4 to 5 weeks to drive impressions and conversions for the client’s products (real money, real sales – NOT a simulation or just a recommendation). The final deliverable is a presentation or results and learnings to the client. As supported by the course curriculum, students will be required to complete the official Amazon certification in advertising and analysis-based assignments.

Course Objectives:

- Understand the basics of and the toolkit for eCommerce advertising
- Gain hands-on experience with the common tools used in eCommerce advertising
- Understand how to critique, track, measure, and create eCommerce advertising campaigns
- Learn to use, experiment with and tabulate eCommerce advertising analytics to formulate an insight-driven campaign proposal
- Obtain a set of eCommerce advertising certifications (can be used in CVs, LinkedIn profiles, etc.)

Course Format: There are 10 class sessions in this course held in the first 10 weeks of the course. The following 5 weeks will be reserved for team meetings with the course instructor and Amazon partners in preparation for their final client presentation at the end of the semester. Class sessions will include a combination of lectures, discussion of assigned articles and current digital advertising trends/events, team in-class exercises and Amazon Advertising certifications. Please refer to Course Schedule at the end of this document for details about topics and activities for each session.

Course Materials: Textbook: There is not an assigned textbook for this course. There will be weekly readings procured from industry articles and Amazon proprietary documents.

Pre-Requirements: BUSML 3250 **Co-Requirements:** BUSML 4232 or 4233 (can be taken concurrently with this course).

Evaluation Criteria:

Graded Components	% of Total	Type
Quizzes (3)	18%	N ↑
Client Presentations	40%	C 🚫
Amazon Certification Exam	20%	N ↑
Campaign Optimizations	12%	C 🚫
Attendance & Participation	10%	N ↑

Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.

Independent Work [N ↑]: Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

Collaboration Required [C 🚫]: An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

Collaboration Optional [O 🗨️]: Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one’s original and individual creation.

Academic Conduct:

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)



University Healthy and Safety Guidelines can be found at safeandhealthy.osu.edu/ For disability services, go to slds.osu.edu or contact slds@osu.edu.

Course Format and How this Course Works:

Mode of Delivery: This course is 100% in-person. However, about half of instruction will be done virtually since our Amazon and partner agency instructors are in various locations across the country and cannot travel to Columbus every week. The FCOB instructor will be in-person or each session. The course will typically consist of one weekly in-person session of 80 minutes.

Credit hours and work expectations: This is a 1.5-credit-hour course. According to [Ohio State policy](#), students should expect 1.5 hours per week of time spent on direct instruction (e.g., instructor content, Carmen activities, simulations, quizzes, etc.) in addition to 3 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

Attendance and participation requirements:

- **Participation attendance:** You are expected to attend each scheduled class session and participate in class discussions. A record will be kept of the level of participation for each student.
- **Dis-enrolled:** Any student who fails to attend an in-person class or complete an assignment, without giving prior notification to the instructor, will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second class meeting of the course, whichever occurs first.

Grading Scale

Below is the *minimum* required percentage to earn each grade. The instructor does NOT round up or down. Grades are based on %, not the letter grade assigned by Canvas (Canvas makes assumptions that the instructor does not). **Note: To earn an A or A-: Students must complete all the graded components in the course AND earn the minimum required %.** For example, if a student earned 92%, but did not *complete* all the quizzes, then the student will earn a B+. It is NOT required that students complete everything on time. *Each assignment has a final deadline 24hrs after the assignment is due. If that is missed, then the student is not eligible for the "A or A-".*

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	93% - 90%	90% - 87%	87% - 83%	83% - 80%	80% - 77%	77% - 73%	73% - 70%	70% - 67%	67% - 60%	60% - 0%

- The instructor DOES NOT change grades (except for clerical/math errors). Students may **appeal, but their grade may go up or go down** based on a re-evaluation. Appeals must be made in writing via email within 7 days of students receiving the grade. Students must explain the appeal as best as possible. Appeals will not be considered if it is a verbal complaint. The instructor does not promise to change the grade but will consider the appeal carefully and fairly.
- Once the final course grading scale is set, it is set. Even if a student misses the next letter grade by one point, the grade stands.
- The BSBA program recommends a **GPA of 2.9-3.3** in all business 4000-level classes. The actual grade assigned will be based on what students earn. All sections of Principles of Marketing follow the same grading policy.

Assessment

The following grade structure will be utilized for this course:

- (18%) 3 quizzes
- (10%) Attendance & Participation
- (20%) Amazon Certification Exam scores (can be take up to 3 times, highest score retained for assessment)
- (40%) Client Presentations
- (12%) Campaign Optimizations

Course Policies: Expectations for Students

Late Work: Late work will not be accepted. Digital marketing is a fast-moving field that depends on timely action. Late work in the field may result in a missed opportunity or worse.

Plagiarism and Academic Dishonesty:

Plagiarism and other forms of academic dishonesty are unacceptable in this course. Your ideas are innovative and intelligent. Please have enough confidence in your own ideas rather than passing the work of others off as yours. All "ICE" assignments are to be submitted through CarmenCanvas and may be scanned through Turnitin to detect any unoriginal content.

Attendance:

Please be present and prepared to contribute.

COURSE CALENDAR (Draft, timing of assignments and Amazon participants are subject to change):

Week	Date	Topic	Presenter (Amazon &/or GO representatives will attend in-person per the dates listed below in the course calendar, but are subject to change)	Deliverables & To-Dos
Week 1	1/10	Syllabus Overview, Team Formation, Class Overview Amazon-GO Intro	Amazon (Julianna & Danielle in-person)/GO (virtual)	Team formation in "Client Presentation Groups" tab on "People" page
Week 2	1/17	Retail Readiness, Stores, and Sponsored Products	Amazon/GO (both virtual)	Quiz #1 Due 11:59pm 1/21
Week 3	1/24	Sponsored Brands / SBV	Amazon (virtual)/GO (Jamie in-person)	
Week 4	1/31	Sponsored Display, Measurement, Learning Console & Independent Study	Amazon (Elena & Kristen in-person)/GO (virtual)	Quiz #2 Due 11:59pm 2/4 AMZ Ads Certification due 11:59pm on 2/6
Week 5	2/7	Review Client Brief	AMZ & GO (virtual)	Quiz #3 Due 11:59pm 2/11 In-Person in Gerlach 285: This is a all-students session. Class will be briefed on Client Projects
Week 6	2/14	Teams Present Initial Strategy to Amazon-GO in-person	GO (virtual), AMZ (Julianna & Danielle in-person)	In-Person in Gerlach 285: Students present in-person but at assigned times (other students/teams can observe if they'd like)

				Initial Strategy Draft Presentation due 2/14 @ 11am
Week 7	2/21	Teams Present Recommendations to Client via Zoom	Amazon/GO (both virtual)	<p>Live but Via Zoom: Teams are to log into Zoom at their scheduled time to share recos with GO before presenting the client in week 8. Other teams/students can observe if they'd like.</p> <p>Initial Strategy Presentation (final) due 2/21 @ 11am</p> <p>Campaign is launched by GO by Friday</p>
Week 8	2/28	Reporting Review/Teams Present Optimizations	GO (virtual)/AMZ (Julianna & Elena in-person)	<p>In-Person in Gerlach 285: All-student class session.</p> <p>Optimization #1 due 2/28 @ Midnight</p>
Week 9	3/6	Reporting Review/Students Present Optimizations	GO (Jake in-person)	<p>In-Person in Gerlach 285: All-student class session.</p> <p>Optimization #2 due 3/6 @ Midnight</p>
Week 10	SPRING BREAK, No class 3/17!			
Week 11	3/20	Reporting Review/Students Present Optimizations	AMZ & GO (virtual)	<p>In-Person in Gerlach 285: All-student class session.</p> <p>Optimization 3 due 3/20 @ Midnight</p> <p>Campaign ends Friday 3/29 with final reporting sent 4/4</p>
Week 12	3/27	<p>Upper-funnel capabilities Overview (DSP & STV)</p> <ul style="list-style-type: none"> ▪ Demand-side Platform ▪ Streaming TV 	Amazon (virtual)	In-Person in Gerlach 285: All-student class session.
Week 13	4/3	<p>Final Presentation Overview (Jamie - GO)</p> <p>Delivering Your best interview</p>	Amazon/GO (both virtual)	In-Person in Gerlach 285: All-student class session.

Week 14	4/10	Practice/Dry-Run: Students present campaign recap and learnings virtual	Students & AMZ are in-person. GO is Virtual.	<p>Draft final presentation deck due 4/10 @ 11am</p> <p>Live but Via Zoom: Teams are to log into Zoom ~5 min before their scheduled time .</p>
Week 15	4/17	Students present campaign recap and learnings in-person	Client, Amazon & GO are in-person (as are student teams)	<p>In-Person in Gerlach 285: Individual teams present at their assigned time, but other teams/students can observe.</p> <p>Individual teams present at their assigned time, but other teams/students can observe.</p> <p>Final presentation due 4/17 @ 11am</p>

Additional Policies

Course Technology:

1. Baseline technical skills for online courses.
 - Basic computer and web-browsing skills
 - Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).
2. Required Technology Skills (only if this course is moved to an online format)
 - [CarmenZoom virtual meetings](#)
 - [Recording a slide presentation with audio narration](#)
 - [Recording, editing, and uploading video](#)
3. Required Equipment
 - **Use of electronic devices in class:** We will rely heavily on technology both in and outside of class. If you have a tablet or laptop, please plan on bringing it to class on a regular basis.
 - Additional required equipment if this course is moved to an online format:
 - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection.
 - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
 - Webcam: built-in or external webcam, fully installed and tested
 - Microphone: built-in laptop or tablet mic or external microphone
4. Required Software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft’s Student Advantage program.
5. Carmen Access. You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:
 - Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
 - Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.
 - Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP), visit ocio.osu.edu/help or email servicedesk@osu.edu and IT support staff will work out a solution with you.

Additional University Policies and Resources

Academic Misconduct

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's [Code of Student Conduct](#), and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute Academic Misconduct.

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: Any activity that tends to compromise the academic integrity of the University or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me. You can also review these resources:

- [Committee on Academic Misconduct](http://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](http://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)
- [Eight Cardinal Rules of Academic Integrity](http://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

Your Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, [on-demand mental health resources](#) (go.osu.edu/ccsondemand) are available. You can reach an on-call counselor when CCS is closed at [614- 292-5766](tel:614-292-5766). **24-hour emergency help** is available through the [National Suicide Prevention Lifeline website](http://suicidepreventionlifeline.org) (suicidepreventionlifeline.org) or by calling [1-800-273-8255\(TALK\)](tel:1-800-273-8255). [The Ohio State Wellness app](#) (go.osu.edu/wellnessapp) is also a great resource.

Disability Statement (with Accommodations for COVID)

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu. or in person at 98 Baker Hall, 113 W. 12th Ave.

If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the Safe and Healthy Buckeyes site for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations.

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

6. Online reporting form at equity.osu.edu,
7. Call 614-247-5838 or TTY 614-688-8605,
8. Or email equity@osu.edu

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

Course-specific Copyright Policy: Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy. *[Additional rules if applicable]*

Spring 2023 DRAFT COURSE SCHEDULE

Week	Topic	Amazon Presenter	Curriculum Topic	Certificate Module (5 modules, total ~ 8 hours))	Assignments
Week 4	Sponsored Ads 101 Deck	Rachel Duncan (AE)	Sponsored Ads: -Second Homework Review -Learning Session on Sponsored Display		Three Readings: Sponsored Products Sponsored Brands Sponsored Display Sponsored Brands Video: Since SBV was brought up this week and GO seems very excited about the performance, this should be reviewed. Writing assignment: What do you think the value proposition is for each placement type? For this writing assignment think about what problems each ad type addresses for the advertiser. What could be the potential benefits for the Amazon shopper.
Week 5	Sponsored Ads Deep Dive with Account Manager	Ilya Bangiev (AM)	First half discussing bids, targeting & budgets. Second half we will introduce the potential client categories and how they can think critically about them.		Fourth Homework Students will -Set up a Sponsored Ads campaign (29 mins) -Interpret Sponsored Ads performance (20 mins) -Optimize your Sponsored Ad campaigns (15 mins) -Optimize for retail readiness (15 Mins) Writing Assignment: -Think of your favorite brand. What are 5 branded and 5 category keywords that are associated with this brand? -Branded keywords have the disadvantage of driving low search volume, thus low impressions. Why is it still important for your favorite brand to bid on branded keywords? Why should this brand run both automatic and manual Sponsored Product campaigns?
Week 6	Amazon Advertising Learning: Accreditation Questions & Walking through the Advertising Console	Anthony Hughes (AE) Ilya Bangiev (AM)	Sponsored Ads - Portal Walk through	Sponsored Ads (~4hrs)	Sponsored Ads Certification Module
Week 7	Agency-Client Project Intro	Anthony Hughes (AE) Agency Contact	Review Client Brief		
Week 8	Added Office Hour for questions on Ad Console/Talking through ideas	Global Overview Team (Agency)	Office hours for recommendations	Amazon Retail for Advertisers Certification (~1.15 Hours)	Retail Module
Week 9	Agency-Client Project	Global Overview Team (Agency)	Present recommendation to Go & Amazon		
Week 10	Agency-Client Project	Global Overview Team (Agency)	Present recommendations to client	Amazon DSP Certification (~2 hours)	DSP Module
Week 11	Office hour to watch campaign set up	Global Overview Team (Agency)	Office hours for campaign set up		
Week 12	Agency-Client Project	Global Overview Team (Agency)	Campaign reporting review/optimizations	Sponsored Display Certification (~1 Hour)	SD Module
Week 13	Agency-Client Project	Global Overview Team (Agency)	Campaign reporting review/optimizations		
Week 14	Agency-Client Project	Global Overview Team (Agency)	Campaign reporting review/optimizations		
Week 15	Agency-Client Project	Global Overview Team (Agency)	Present final project to GO & Amazon		
Finals Week	Agency-Client Project	Global Overview Team (Agency)	Present final project to client		