Experiential Learning Via the Google Online Marketing Challenge

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Google AdWords and AdSense

Google Online Marketing Challenge

Judging

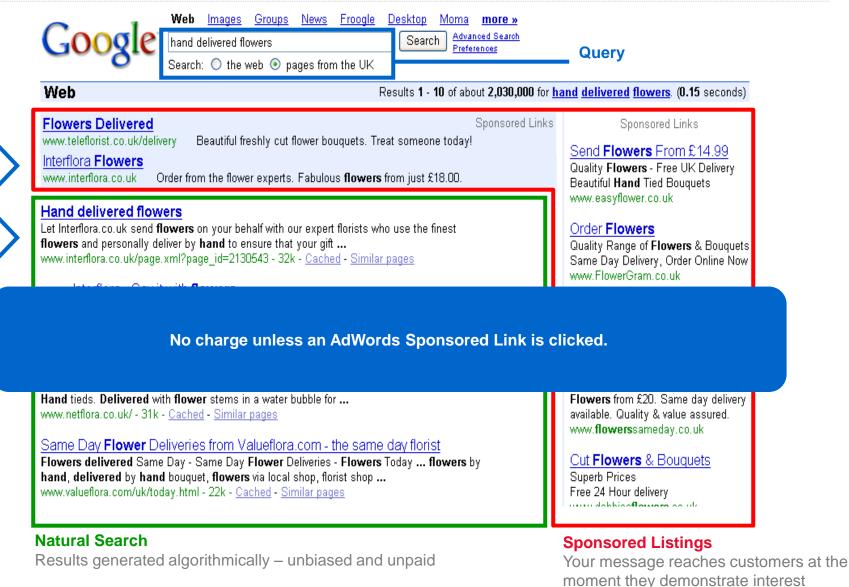
Research Possibilities

Questions and answers

ADWORDS AND ADSENSE

AdWords are Sponsored Links





Google AdSense

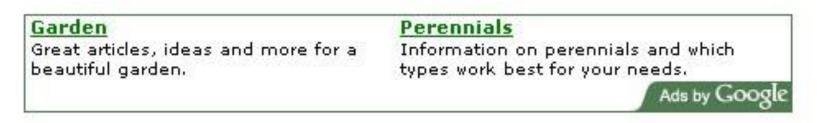




Earn money from relevant ads on your website

Google AdSense matches ads to your site's content and audience, and depending on the type of ad, you can earn money from clicks or impressions.





Google Content Network | AdSense Google



Country	Unique Reach
Germany	89%
Japan	86%
France	79%
United Kingdom	75%
United States	76%
Global	75%

The Google Online Marketing Challenge

The Challenge



A truly global student competition

In the first six years, about 65,000 students in 100 countries at 1,000 institutions and 12,000 Businesses. Map Satellite Hybrid Hybrid Satellite Hybrid Hybri

NGO Impact Award

Social Media Award

The Global winners (and their professor) receive a week's trip to the Google Headquarters in Mountain View, CA

Regional winners (and professors) travel to their local Google office

Participation certificates



Google



Run a successful \$250 online advertising campaign for a real business over three weeks.

Clearly communicate your campaign planning and results.



How It Works?

Google

Students divide into groups of 3-6, and create an AdWords account

Google gives student teams a US\$ 250 budget

Teams recruit a business or organization who has a website but no AdWords account

Teams run their campaign for 3 weeks

Teams submit a pre- and a post-campaign report





Multiple disciplines

- Creative writing
- Business to business marketing
- Introduction to media
- Media management
- Consumer behaviour
- Advertising and Promotion
- Integrated Marketing Communication
- Communication Research
- Electronic marketing
- Special class devoted to the Challenge

Students experience a task or set of tasks, and ultimately learning from their actions.

Google

Most simulations are based on EL

The Challenge and EL concerns

- Recycling
- Overplaying

Google + page https://plus.google.com/u/0/+GoogleOnlineMarketingChallenge/

Facebook Fan Page www.facebook.com/GoogleChallenge

Google

Online tools (Keyword Tool, Google Trends)

Online resources (tutorials, videos, digital marketing course) <u>www.google.com/onlinechallenge/</u>

Challenge research center: articles and datasets google.com/onlinechallenge/research_full.html



Hands-on or hands-off (depends on the class and instructor)

Register your class (google.com/onlinechallenge)

Integrate Challenge into syllabus

Divide class into small groups (3-6 students)

Help students recruit a client if needed (experience shows students recruit clients quite easily)

Help Google load \$250 credit into student accounts



Survey of instructors, students and businesses

Overwhelmingly positive feedback

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JOBS, JOBS, JOBS
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Campaign phase created excitement

Articles: e.g. Jansen et al. (2008), JIAD

Challenge research center: articles and datasets google.com/onlinechallenge/research_full.html

JUDGING THE CHALLENGE

Judging



Proprietary algorithm examines 30 variables within an AdWords account (e.g. click-through rates, account activity, etc.) to determine top 50 teams in each region (Americas, EUROPE, MEA and JAPAC): **200 teams**

Expert Googlers review accounts to determine top 5 in each region: **20 teams**

Global Academic Panel select winners based solely on the quality of the teams' written reports: **5 teams**

Pre-Campaign Strategy-Submitted before beginning



Client Overview (2pages)—12 points

- Client profile
- Market analysis
- Current Marketing
- Conclusion

Proposed AdWords Strategy (2 pages)—13 points

- Number of AdGroups and focus for each
- Keywords
- Text of 2 ads
- Geotargeting
- Budgeting
- Goals

Communication and readability – 5 points

Post-Campaign Summary Report Submitted after Completing

Executive Summary (8 points- one page)

Industry Component (28 points – 5 pages)

Learning Component (14 points – 2 pages)

Communication and Readability (15 points)

Charts and Tables (10 points)

A Great Learning Opportunity

- 1. Provides first-hand experience with online tools and reporting
- 2. Fosters strategic thinking
- 3. Encourages critical thinking
- 4. Requires team work and client involvement
- 5. Demands effective writing

In Closing

Research opportunities

Compelling experiential and applied learning

Engaging student experience and jobs

Pedagogical materials and support

University outreach via industry collaboration

Fun exercise with popular brand

Google Online Marketing Challenge Website google.com/onlinechallenge/

Challenge Google + page plus.google.com/u/0/+GoogleOnlineMarketingC hallenge/

Challenge Facebook page www.facebook.com/GoogleChallenge

THANKS!!

QUESTIONS AND DISCUSSION