MEET THE FACULTY

**Jake Cook**, Tadpull, MSU JJCBE  
Co-Founder of TadPull, the Academic Director for MSU’s Jabs Executive Education as well as an adjunct professor. Jake has created and taught digital marketing, entrepreneurship and innovation courses at the undergraduate and graduate levels. Client engagements have included Microsoft, The Webby Awards, DonorsChoose.org, Outdoor Research, Medallia, and others.

**Dr. Lee Cook**, Tadpull  
Lee is a 15 year marketing professional with deep experience in mapping qualitative & quantitative research findings to drive strategy for integrated online campaigns. Her career has spanned both agency and in-house roles ranging from Montana State University to client engagements with Google, Tyson, Behr Paints, Jackson Hole Resort and Lowline NYC.

**Dr. Brent Rosso**, MSU JJCBE Assistant Professor of Management  
Brent’s research is primarily focused on the tensions inherent to creativity and innovation in organizations as well as new product development and entrepreneurship. Prior to academia, Brent worked as an associate consultant with Personnel Decisions International, where he coached multinational corporate clients.

**Dr. Eric Van Steenburg**, MSU JJCBE Assistant Professor of Marketing  
Prior to joining MSU in 2015, Eric was a visiting professor at James Madison University, & an adjunct lecturer at Southern Methodist University. Before embarking on a career in academia, he spent 20 years in corporate, agency and nonprofit environments leading strategic planning & integrated marketing communications.

**Kristy Young**, Founder of BlaZe Interactive, LLC.  
Founder of BlaZe interactive, LLC, a digital marketing consultancy and currently Head of Product Management for F+W Media. Prior, Kristy spent 11 years in NYC in the sports media industry, most recently as VP of Product Management for USA TODAY Sports Media Group. She has also worked for ESPN Mobile and US West, which later became Qwest, now CenturyLink.

For full bios: [www.montana.edu/business/exec-ed/faculty.html](http://www.montana.edu/business/exec-ed/faculty.html)
Demystifying Digital Marketing and Analytics

PROGRAM DATES: NOVEMBER 1-3, 2017
Course fee: $1,500* (MSU alumni and other discounts may apply)

Do you feel overwhelmed with the chaos of digital marketing and the analytics behind it?
Do you need to increase your knowledge about SEO, Social Media, Email Marketing, and Paid Advertising?
Does understanding analytics and visualizing data intimidate you?

This three-day course is designed just for you.

COURSE CONTENT

User Research: Importance of user empathy and how to leverage customer insights for driving digital strategy with design thinking methodologies such as user personas and journey mapping. See how user interviews combined with Facebook Audience Insights can give you incredible insights in hours and not months.

Digital Strategy: Defining digital marketing success across SEO, Social, Email and Paid channels with key performance indicators (KPIs)...and how to make them all sing together in harmony. Build an integrated campaign with confidence using Digital Marketing Matrix(™) framework.

Online Execution: Today’s leading online brands balance structuring yearly plans and bi-weekly marketing sprints using agile project management ideas for campaign execution. Hypothesize, test, measure, repeat. Your boss will love you for the focus.

Analytics: Don’t let all the data scare you. We’ll give you a solid introduction to web analytics with a sample dataset from Google Analytics for measuring all parts of the customer journey across Paid, SEO, Email and Social. Feel confident reporting up the chain and visualizing what’s working on driving revenue and engagement online.

Real-Time Adaptation: How to use data-driven marketing techniques and tools to adapt campaigns in near real-time to lower customer acquisition costs, boost margins, and increase lifetime value. Be a rock star at lowering costs and returning value. Learn how to communicate all this with data visualization tools like Google Studio regardless of the source.

WHO SHOULD ATTEND

The course is designed to help entry-level to intermediate online marketers and entrepreneurs quickly get up to speed on frameworks for running online campaigns effectively. We’ll start with the basics of user empathy and build out a digital strategy off these insights for SEO, Social Media, Email Marketing and Paid Advertising. Breakout sessions are planned as well to go deep on a specific topic with the faculty as needed.

Marketers, entrepreneurs, brand managers, advertising account executives and business leaders who are tasked with leveraging the internet for growing their own or client’s businesses and brands. Whether you are a “digital native” or looking to build an interdisciplinary team of designers, coders and marketers, this course will grow your ability to make smart data-driven decisions across technology, campaigns, and platforms. Recommended for individuals with at least 3 to 5 years of marketing management experience.

Individuals are welcome and multiple opportunities exist throughout the course to collaborate with colleagues across industries and customer segments. However, we would encourage small marketing teams to consider attending as having two or more people from the same department allows for better internal alignment and execution.

AMENITIES

Our participants experience the best combination of academic and professional life. Top academics in the classroom, distinguished evening speakers, delicious regional cuisine, and full access to MSU’s campus amenities including the Hosaeus Fitness Center and Outdoor Recreation Center.

All meals plus a participant networking event are included. We even provide a free shuttle between campus and Bozeman’s downtown motels or free parking on campus.

FOR MORE INFORMATION OR TO ENROLL

MSU Jabs Executive Education
P.O. Box 173040 • Bozeman, MT 59717-3040
www.montana.edu/business/exec-ed
Tel: (406) 994-4677 │ Fax: (406) 994-6206
MSUExecEd@montana.edu