Partnering with Google and Local Businesses

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This is an old graphic, we are not to use it anymore.
Piotr Heilig,

Might be covered in another presentation
Sila Awad,
Overview

- Google Online Marketing Challenge (GOMC)
- GOMC Benefits
- Enjoying the GOMC
- Questions and answers
Google Online Marketing Challenge

- A global student competition
- An academic exercise, facilitated by Google
- A focus on digital marketing, which includes online advertising
- Hands on real-world experience with real money for real businesses
The GOMC

In six years, over 65,000 students in almost 100 countries.

Three competitions:
• Google AdWords Business Award
• AdWords Social Impact Award *
• Google+ Social Media Marketing Award *

* optional
Survey of instructors, students and businesses

- Overwhelmingly positive feedback
- Phenomenal community outreach
- JOBS, JOBS, JOBS
- Campaign phase created excitement
GOMC Benefits

Apart from awesome prizes
GOMC Higher Ed/VET Benefits

- Working with industry
- Community outreach
- Practical, current, hands-on skills
- PR opportunities
GOMC Student Benefits

- Theory combined with hands-on experience

- A real rather than pretend project
  - real budget of $250 US
  - supporting local businesses and non-profits
  - instantaneous feedback and subsequent changes

- Working in teams of 3-6

- Having a career launch pad - not only a new skill on their resume
GOMC Academic Benefits

- An engaging and innovative in-class experience with a popular brand
- A fun, real-world academic exercise for students, with cast-iron rules set by Google--no arguing
- Student excitement from competing in-class, and globally
- Positive recognition for school, students and themselves
- A wealth of customised pedagogical resources
GOMC Pedagogical Materials

● Integrated pre- and post-campaign reports
  • Clear structure, assessment and guidelines
  • Exemplar reports available
  • Difficult to plagiarise

● Group work guidelines and structure

● GOMC case studies and journal articles

● Structured courses with videos, slides and case studies and assessment
Enjoying The Google Online Marketing Challenge
Run a successful $250 online advertising campaign for a real business or non-profit over three weeks.

Clearly communicate the campaign planning and results.
## Curriculum Fit

### Multiple disciplines

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<td>Creative writing</td>
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<td>Introduction to media</td>
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<td>Integrated marketing communication</td>
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<td>Marketing principles</td>
<td>Business to business marketing</td>
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<td>Special class devoted to the Challenge</td>
<td>Communication research</td>
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<td>Via a student club</td>
<td>Advertising and promotion</td>
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Selecting a Client

● Business requirements
  • Has a website
  • Has not used AdWords in the last six months
  • Family friendly product | Restricted products
  • Letter to business
  • Wants to work with students
  • Non-profits are great
    ▪ Meaningful student experiences
    ▪ Social Impact Award

● Recruiting a business
  ● Students themselves
  ● Alumni association
  ● Word of mouth
  ● Waiting list
Proprietary algorithm examines over 30 variables within an AdWords account (e.g. click-through rates, account activity, etc.) to determine top 15 teams in each region (Americas, Europe, MEA and APAC): **60 teams**

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

Global Academic Panel, 17 Academics from 10 countries, select winners based solely on written reports: **One overall and four regional winners** (Americas, APAC, Europe and MEA)
In Closing

- University outreach via industry collaboration
- Compelling experiential and applied learning
- Engaging student experience and jobs
- Pedagogical materials and support
- Fun exercise with popular brand
Google Online Marketing Challenge Website
google.com/onlinechallenge/

Challenge Google + page
plus.google.com/u/0/+GoogleOnlineMarketingChallenge/

THANKS!!

QUESTIONS AND DISCUSSION