



Studying the international way

„Teach me and I forget – involve me and I learn.“

Bringing the Real World into the Classroom with the  
Google Online Marketing Challenge

Prof (FH) Mag. Christian Maurer

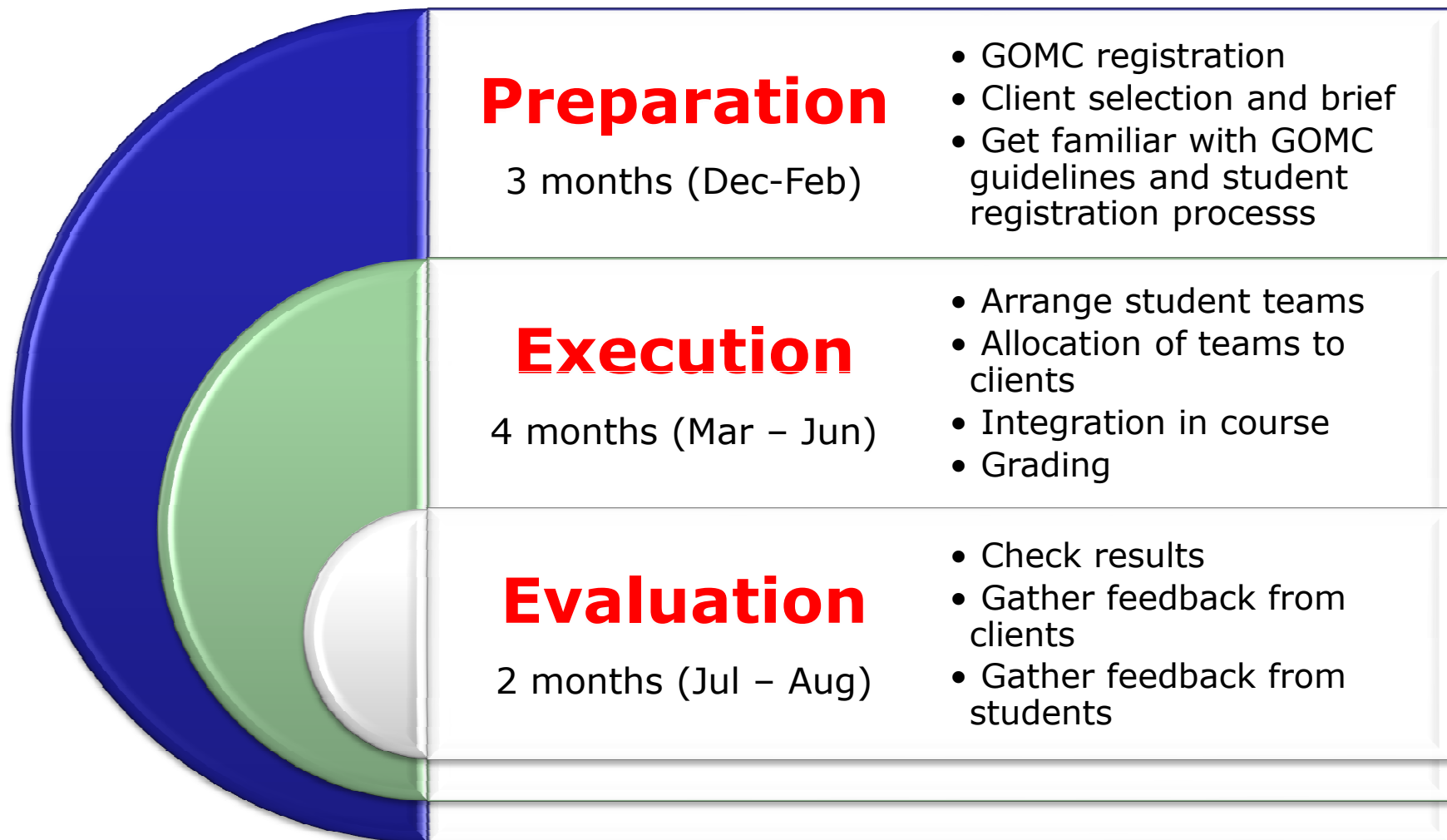
International Panel of Experts, Stenden November 2015

# Google Online Marketing Challenge

- GOMC is a **global online marketing competition** developed by professors in collaboration with Google
- Students gain **practical, real world online marketing experience** by working with real clients and acting as consultants
- Teams receive **free online advertising vouchers for Google AdWords worth US\$ 250**
- Teams **consult clients** and set up an AdWords online marketing campaign
- During the competition, teams optimise and refine their campaigns and **submit 2 competition reports**
- Duration of Campaign: **3 weeks**
- After the campaign: campaign performance will be judged and **winners chosen**
- Optional: Google+ Campaign, Social Impact Campaign
- More details on [www.google.com/onlinechallenge](http://www.google.com/onlinechallenge)



- Programme: **TSM Master**, 2nd semester
- Course title: **E-Marketing**
- Other course topics: E-Mail Newsletter Marketing, Display Advertising, Social Media
- Part of a **module** course
- 33 **international students** (+/- 5)
- Language of Instruction: **English**
- 2 SWCH / 3 ECTS – 7 contact meetings



# GOMC 2015 Time Line

From 12.3.15	<ul style="list-style-type: none"><li>• Register on Student dashboard with your professor's email address (christian.maurer@fh-krems.ac.at): <a href="http://www.google.com/onlinechallenge/discover/register.html">http://www.google.com/onlinechallenge/discover/register.html</a></li><li>• Contact client and explain „Letter to Business“ to client</li></ul>
From 12.3. 15	Your professor will verify student accounts
12.3. – 20.3. 15	<ul style="list-style-type: none"><li>• Teams meet with clients and plan campaign</li><li>• Set up basics of AdWords by using the provided AdWords Campaign Template (Excel spread-sheet)</li><li>• Write pre-campaign strategy report</li></ul>
19.3. 15	Presentation of Client's businesses / Pre-Campaign Strategies in class – 5 mins for each team (only if enough time)
8.4. 15	Submit Pre-Campaign Strategy Report to GOMC dashboard, your client and Christian Maurer – the sooner the better!
<b>15.4. - 5.5. 15</b>	<b>Campaign runs:</b> monitor, analyse and optimise campaign strategy
6.5. - 22.5. 15	Submit Post-Campaign Summary Report to GOMC dashboard, your client and Christian Maurer
10.6. 15	Presentation of Campaign Summaries in class (clients are welcome!) – 15 minutes for each team

- 68 clients in 7 years
- Types of businesses: Accommodations, travel agencies, tour operators, event organisers, cruise lines, tourist boards, cultural attractions, event locations, ...



- Results achieved - performance levels:
  - ✓ Semi-finalists (2), strong (9), good (26), fair (4), needs improvement (8)

# Opportunities & Challenges for Lecturer

## Opportunities

- Real life project with a real budget
- Students like it
- Integration of various soft and hard skills and related subjects into the course
- Info about businesses can be used for case studies for other courses and/or exams
- Connecting with the industry
- Increasing reputation of University and Faculty
- Facilitates follow-up projects with clients

## Challenges

- Akward GOMC registration process
- Good understanding in E-Marketing and SEM is needed
- Supervising 8-10 student teams and thus 8-10 clients with different needs
- Monitoring and helping students`
- Lack of flexibility in the (tight) schedule
- Campaigns usually done for Austrian businesses
- Language issues in an international course

# Opportunities & Challenges for Students

## Opportunities

- Real life situation
- Holistic learning approach
- Insights into day to day business
- Access to Google E-Marketing resources
- Knowledge transfer
- Better understanding of integrated marketing communications
- Official certificate for successful participation
- Application of soft and hard skills
- Job opportunities with clients
- Motivation to win a price

## Challenges

- Yet another group work
- Complex GOMC registration process
- Fear of being too technical
- Time constraints
- Language issues
- Communication with clients



# What Students Say about the GOMC

- *"The GOMC was a very good opportunity to test and acquire online marketing skills and get a better insight in addition to the very good theoretical content of the course."*
- *"It was absolutey something new for me and you could actually see the use of it and you would get to understand many things that before you gave for granted."*
- *"At the beginning of this semester, when he told us that we have to do a google challenge, I was really scared and actually I did not really want to do it because I had no idea what it is, how to do it etc. as it turned out - it was great!!"*
- *"In the beginning I was not that exciting about the Google Challenge. My thought was: Why do we (TSM MA) need to do this? But now that Ive seen the outcomes, the satisfaction of our client and also the improvement of my Google Adwords knowledge, I disagree with my previous thoughts. It was fun working on the GOMC and I would definitely use it later on in the work field."*

# Opportunities & Challenges for Clients

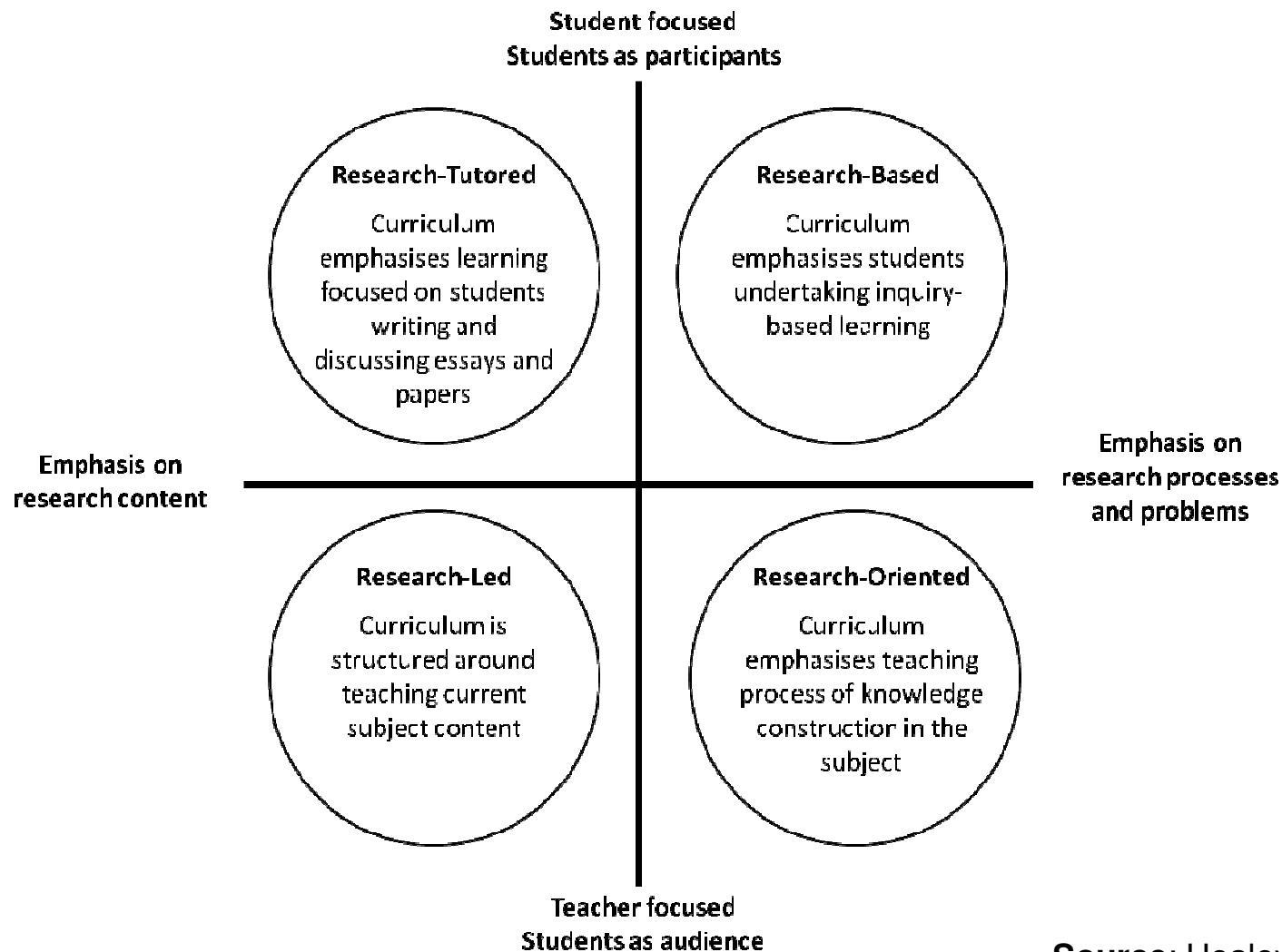
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## Opportunities

- Professional evaluation of their marketing activities
- Traffic to their website
- Increased revenue
- Increasing E-Marketing knowledge and skills
- Marketing research insights for their business
- Transfer between theory and practice

## Challenges

- Time constraints
- Lack of E-Marketing knowledge
- Lack of understanding for strategic planning



**Source:** Healey (2005)

- Careful selection of clients is crucial as well as keeping regular contact with them
- Make yourself familiar with GOMC registration process and explain it at least 3 times to students
- Thorough organisation leads to success
- Integrate into class-room but let students explore
- Murphy's Law strikes
- Connect and network with other professors participating in the GOMC
- Be a tutor rather than a teacher

# Thank you!

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