

KEYWORD ADVERTISING AS A TEACHING, LEARNING AND RESEARCH TOOL

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Please join a workshop dedicated to keyword advertising – also known as search, contextual, or pay-per-click advertising – and other new advertising formats. Participants will get up to speed on the fastest growing advertising medium, learn how to incorporate keyword advertising into their curriculum, touch upon theoretical approaches to using keyword advertising in field experiments and if interested, take home a US\$50 voucher for test-driving keyword advertising. This workshop should appeal particularly to professors keen to jump to the front of the queue of incorporating online advertising into their teaching.

Businesses continue to flock to keyword advertising. In the third quarter of 2008, Google earned \$5.54 billion, an increase of 31% over the third quarter in 2007. More than 95% of this revenue came from keyword advertising (Google 2008). Although keyword advertising is a burgeoning advertising medium, the inherent lag in textbook production limits coverage of this topic in many marketing texts. "An online search reveals few university course offerings in keyword advertising (Jansen et al, 2008)."

Unlike most banner advertisements, the keyword advertisements a user sees relate to specific keywords from the user. Furthermore, the advertiser only pays when a user clicks on the keyword advertisement. Advertisers select and bid on keywords that relate to the content on their websites.

The workshop opens with an explanation and live examples of keyword advertising. Next, the workshop shares the Google Online Marketing Challenge <www.google.com/onlinechallenge/>, a global student competition and in-class exercise using keyword advertising. Finally, the workshop shares a few examples and theoretical approaches

to conducting field experiments using keyword advertising. For example, dual process theory (McCoy et al, 2007), the Elaboration Likelihood Model (Lohtia, Donthu, & Hersberger, 2003), psycholinguistics (Luna and Perachio, 2001) and serial position (Murphy, Hofacker & Mizerski, 2006) are possible theoretic approaches to help explain clicking or not clicking on keyword advertisements.

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