Google™

Online Marketing Challenge

Digital Marketing Lab

MARK 7367
Tuesdays, 4:00 – 5:30 PM

Professors: Steve Koch, Anita Perez (VP and Co-Founder, TopSpot), and Saket Maheshwari (VP Digital & Finance, L&P Marketing)

MARK 7367, Digital Marketing Lab, is a 3 credit hour applied digital marketing course focusing on the application and execution of digital marketing with an emphasis on digital advertising.

Students will be:

- Assigned to a team by the professors,
- **Assigned a non-profit client by Google executives**,
- Attain Google Certification (Google Ads Fundamentals Certificate, Google Top Marketer Certificate).
- Perform an extensive digital audit of the client, and
- **Compete for the Google Social Impact Spotlight Series Award from Google**

It's worth mentioning that Bauer College students have historically been amongst the best in the world competing in previous versions of the Google Online Marketing Challenge.

- 2011 Global Champions for the combined for-profit and non-profit category.
- 2013 Americas Region Champion (North, South, and Central America) for the combined for-profit and non-profit category.
- Bauer teams have also placed in the top 3 globally for non-profit clients the majority of the years Google has hosted the Online Marketing Challenge.

To apply for the course, please forward your interest, questions, and resumes to:

Steve Koch sfkoch@uh.edu