DIGITAL TRANSFORMATION

GNAM | OCT 16-20, 2023

**UCD MICHAEL SMURFIT
GRADUATE BUSINESS SCHOOL**

DUBLIN, IRELAND

**GLOBAL NETWORK FOR
ADVANCED MANAGEMENT**

**UCD Michael Smurfit
Graduate Business School**

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ASSOCIATION OF **MBA**s

	M 16	T 17	W 18	TH 19	F 20
PREWORK DUE *due *before* class begins*	1. Read *article* 2. Watch *interview* 3. Answer *Q's*	1. Read *"Why You Aren't Getting More from your Marketing AI"* 2. Read 2nd *article* 3. Answer *Q's*	1. Read *case* 2. Read Finding the Right Job for your Product 3. Answer *Q's*	1. Read *p 1-9* 2. Listen to *podcast* 4. Answer *Q's*	1. Read *article* 2. Answer *Q's*
8:00 - 8:50	*BREAKFAST*	*BREAKFAST*	*BREAKFAST*	*BREAKFAST*	*BREAKFAST*
9:00 - 12:30	*WHY DIGITAL TRANSFORMATIONS FAIL* **GUEST @ 10:30: MAEVE O'GORMAN, DIAGEO DIGITAL HUB LEAD - EUROPE** AND FORMER **HEAD OF DIGITAL** AT VHI	*DIGITAL TRANSFORMATION AT AIRBNB* **GUEST @ 10: SEÁN HIGGINS,** *MANAGING DIRECTOR AT* **FUTURE PROOF INSIGHTS**	*DIGITAL ENTREPRENEURSHIP* **GUEST @ 10: DAVID ERIXON,** *RETAIL MARKETING DIRECTOR AT* **NATWEST GROUP,** *AUTHOR OF* **DISTINGUISHERS**	*TRACKING DIGITAL TOUCHPOINTS* **GUEST @ 10:30 FERGUS AHERNE, CONSULTANT** *WITH OVER 19 YEARS OF EXPERIENCE AT* **ACCENTURE**	*PERSONALIZATION & AUTOMATION* *WHAT'S NEXT? AND HOW TO FUTURE-PROOF*
12:30- 1:30	*LUNCH* • ➤➤
2:00 - 4:00	*IBM VISIT*	*AI, MACHINE LEARNING, NEUROSCIENCE*	*CASE: CAMERA IQ AND THE METAVERSE: BUILDING AR BRAND EXPERIENCES*	*PINTEREST VISIT*	*FREE AFTERNOON*
6:00 +	*DINNER @ JOHNNY FOXES*			*DUBLIN LITERARY PUB CRAWL*	

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ASSIGNED READINGS, PRE-WORK, & RESOURCES

MONDAY

- <u>Read</u>: *Unleashing value from digital transformation: Paths and pitfalls*
- <u>Watch video</u>: *Lubomira Rochet, L'Oréal Chief Digital Officer on CNBC*
- *Pre-work assignment*

TUESDAY

- *Read: Why you aren't getting more from your marketing AI (to be shared)*
- <u>Read</u>: *Why hasn't AI delivered on its promise?*
- <u>Optional</u>: *When brain beats behavior: Neuroforecasting crowdfunding outcomes*
- *Pre-work assignment*

WEDNESDAY

- *Read Case: Camera IQ and the Metaverse: Building AR Brand Experiences (to be shared)*
- *Read Article: Finding the Right Job for your Product (to be shared)*
- *Pre-work assignment*

THURSDAY

- <u>Read (pages 1-9)</u> *Power Marketing Attribution with Machine Learning, Data Iku 2021*
- <u>Listen to podcast</u>: *First-Party Tracking Cookies*
- <u>Optional</u>: *Cookies 101*
- <u>Optional</u>: *Cookiegraph: Understanding and Detecting First-Party Tracking Cookies*
- <u>Optional</u>: *Transform your clicks into leads*
- <u>Optional</u>: *Branding in the Digital Age*
- *Pre-work assignment*

FRIDAY

- <u>Read Article</u>: *Automation with Intelligence*
- *Pre-work assignment*

ASSIGNMENTS AND GRADING

PREWORK (25%)

Each day has an online activity which is accessed via the link in the schedule on the previous page (see "prework" line on previous page). Grades are awarded as follows: A band: rare standout answers which make me think "I wish I'd thought of that!" often involving extra research in addition to the case, B band: great answers (most answers fall in this band), C band: good answers though may oversimplify and miss key points. Note that I will choose 2 of the 5 to grade, but you will not know which 2 ahead of time.

ENGAGEMENT (25%)

Discussion, Kahoots, and lively Q and A make this class great, so please come with lots of comments and questions! Grades are awarded as follows: A band: present and actively contributing and top scoring Kahoots, B band: present and contributing when called upon, C band: present

POST-COURSE GROUP CHALLENGE (50%)

Details TBD based on our company visits/speakers