

## KEYWORD ADVERTISING AS A TEACHING, LEARNING AND RESEARCH TOOL

Jamie Murphy, School of Business, University of Western Australia, 35 Stirling Hwy.,  
Crawley, WA 6011, Australia; jmurphy@biz.uwa.edu.au

Ruth Doane, Google, 19540 Jamboree Rd., Irvine, CA 92612

Sven Tuzovic, School of Business, Pacific Lutheran University, Tacoma, WA 98447; stuzovic@plu.edu

David Horrigan, Center of Marketing Excellence, Glion Institute of Higher Education, Rue de l'Ondine 20,  
1630 Bulle, Switzerland; david.horrigan@glion.ch

Ruth Rios-Morales, Glion-LRG, University of Applied Sciences, Rue de l'Ondine 20,  
1630 Bulle, Switzerland; ruth.riosmorales@glion.edu

### ABSTRACT

This workshop was dedicated to keyword advertising – also known as search, contextual, or pay-per-click advertising – and other new advertising formats. Participants got up-to-speed on the fastest growing advertising medium, learned how to incorporate keyword advertising into their curricula, touched upon theoretical approaches to using keyword advertising in field experiments and those interested took home a \$50 (U.S.) voucher for test-driving keyword advertising.

Businesses continue to flock to keyword advertising. In the third quarter of 2008, Google earned \$5.54 billion, an increase of 31 percent over the third quarter in 2007. More than 95 percent of this revenue came from keyword advertising (Google, 2008). Although keyword advertising is a burgeoning 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 opened with an explanation and live examples of keyword advertising. Next, the workshop shared the Google Online Marketing Challenge ([www.google.com/onlinechallenge](http://www.google.com/onlinechallenge)), a global student competition and in-class exercise using keyword advertising. Finally, the panel shared 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 & 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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