

**Study Abroad Business & Management Programme
ADVANCED DIGITAL MARKETING FOR MANAGERS**

Course contact hours: 45

Recommended credits: 6 ECTS – 3 US credits

Objectives

Digital disruption is profoundly affecting all aspects of life and business. Fast advancements in internet and related technologies have created new ways in which consumers shop and interact with brands and companies. Today's markets are increasingly fragmented into well informed, hard-to-reach consumer segments that are more socially connected than they ever have been and, "talk back" to companies. At the same time, today's marketers have new possibilities to reach audiences, to build brands, and develop relationships with customers. In the light of these profound changes, this course is designed to help you build the toolbox needed by digital marketing professionals, entrepreneurs and managers seeking to understand how to use digital marketing technologies to promote and sell.

During the course you will learn about strategic marketing in a digital world, marketing research for effective planning of online marketing strategies, online marketing metrics and data analytics. The course also includes modules that teach you how to plan, create and optimize digital assets and digital marketing campaigns for enhanced visibility (SEO) and improved conversions (CRO). E-commerce psychology and online customer behaviour along with online customer journey analytics and user experience design will provide you with the foundation for understanding the tools and methods employed to generate advanced consumer insights. Finally, you will also gain knowledge and hands-on expertise of contemporary social-mobile-local tools and tactics available to the digital marketer.

This course is particularly relevant to students interested in the careers of marketing, advertising, (new) product or service and brand management. The intended audience is graduate students enrolled in business master's programs with specializations in Marketing Management, Marketing Communications, Advertising, Sales Management, Digital Marketing, E-commerce, Innovation and Entrepreneurship that are seeking specialization in the digital marketing field.

Learning outcomes

Upon the successful completion of this course, you will be able to:

1. Demonstrate understanding of why and how to use digital marketing as part of the company's marketing strategy.
2. Understand the major tools of digital marketing (search engine and social media marketing, email marketing and online advertising, mobile and local marketing and others).
3. Demonstrate familiarity with the latest digital technologies and understand how these can be employed by marketers in developing successful campaigns in the digital world.
4. Understand online customer behaviour and the psychology of e-commerce, and techniques to leverage customer experience in digital contexts. Develop skills in using contemporary methods and tools that help marketers to better segment and understand target audiences.
5. Analyse and critically evaluate a brand/company's strategic use of digital marketing tactics and channels.
6. Design and execute a comprehensive digital marketing strategy and plan.
7. Select the appropriate digital marketing tools for specific marketing objectives (e.g. branding, sales, customer acquisition, customer retention, etc.) and develop an approach to implement them.
8. Develop expertise in evaluating quantitatively and qualitatively the results of deploying digital marketing tactics. Understand how to measure and evaluate digital marketing performance.
9. Get familiarized with some of today's digital marketing tools (e.g. Google Analytics, Moz, Buffer, Sprout Social, MailChimp, Hotjar, among others).
10. Effectively communicate and defend your recommendations and critically examine and build upon the feedback and recommendations received from the instructors, guest speakers and peers.

Programme

Week	Topics
1	Digital Marketing Foundation What is Digital Marketing and its importance. Role of digital marketing in the business and brand strategy. Recent trends in digital marketing. Internet marketing technologies today and predictions for the future. Data-driven decision-making.
2	Understanding Customers Online customer behaviour. The psychology of e-commerce. The customer journey. Customer persona. Customer experience mapping. Conducting customer research.
3	The Web Presence The user experience. Web development and design elements. Mobile channels and apps. E-commerce. Search engine optimization (SEO). Conversion rate optimization (CRO).
4	Online Advertising Search advertising (Search Engine Marketing – SEM). Online display ads. Advertising exchanges. Programmatic advertising. Payment methods for display advertising. Mobile advertising. Measuring results of online advertising. Retargeting.
5	
5	Social Media Marketing Social media advertising. Platforms: uses, ad formats, payment models and metrics (Facebook, Twitter, Instagram, Pinterest, LinkedIn, Snapchat). Social media strategy. Influencer marketing.
6	
7	First Assessment: Online Presence and Marketing Strategy Analysis Analysis Report due this week Team presentations, class discussion and feedback
8	Customer Relationship Management The CRM model. Customer touchpoints. Gathering customer data. Data analysis for marketing. CRM systems and tools.
9	Content Marketing Strategy Content marketing defined. Strategic building blocks for content marketing. Content categories and formats. Content creation. Copywriting considerations. Content channels and distribution. Content management platforms and other tools. Metrics.
10	
11	Direct Marketing Online Online direct marketing strategy and planning. Email marketing. Growing a database. Email design. Mobile marketing. Content creation for mobile marketing. Platforms and tools for online direct marketing. Metrics.
12	
13	Video Marketing Video marketing strategy. Video advertising. Video content. Video optimisation. Results measurement. Video virality. Video distribution platforms. Video content management tools.
14	Digital Marketing Strategy Project Final Plan Report due the 14th Week Team presentations, class discussion and feedback
15	

Approach

Instructional strategy in this course includes a mixture of lectures, case study reviews, discussions, guest speakers, company visits, in-class exercises and collaborative projects. During lectures, we discuss the main theoretical concepts. The case studies provide further opportunities to expand on the understanding of theoretical concepts and how they apply in real-world situations for specific companies, industries and markets. The two projects give you the opportunity to: (1) rehearse and enhance your analytical and critical thinking skills, (2) make marketing decisions such as setting strategy objectives, selecting tactics and choosing digital media channels and, (3) practise creative thinking, and strengthen your group-work and project management skills. In addition, guest speakers and field trips will provide you with hands-on experience and real-life feedback from practitioners. There is no exam in this class your final grade being determined by your ability to understand the theoretical concepts presented through readings and discussed during class sessions and, by your proven ability to apply these concepts to real-life situations.

Assessment criteria

Digital Marketing Consulting Group Project: 20%

Digital Marketing Strategy Project: 30%

Case studies and other assignments: 30%

Class participation: 20%

Bibliography

Required reading:

Chaffey, D.; Ellis-Chadwick, F. (2019) *Digital Marketing*, 7th Edition, Pearson.

Rangan, V.K.; Han, C. (2019) *Gupta Media: Performance Marketing in the Digital Age*, Case Study 520031-PDF-ENG, Harvard Business School.

Avery, J.; Dev, C.S.; O'Connor, P. (2017) *Accor: Strengthening the Brand with Digital Marketing*, Case Study 315138-PDF-ENG, Harvard Business School.

Katona, Z.; Bell, B. (2017) *Rocket Fuel: Measuring the Effectiveness of Online Advertising*, Case Study B5894-PDF-ENG, UC Berkeley - Haas School of Business.

Kar, K.A.; Aswani, R. (2017) *Tech Talk: Creating a Social Media Strategy*, Case Study 9B17E009, Ivey Publishing.

Singh, G.; Puri, S.; Roy, S.K. (2017) *Pepperfry.com: Marketing to Manage Customer Experience*, Case Study 9B17A034, Ivey Publishing.

Recommended reading:

Marchetti, K.J. (2020) *The Result Obsession: ROI-Focused Digital Strategies to Transform your Marketing*, Browker.

Ammerman, W. (2019) *The Invisible Brand: Marketing in the Age of Automation, Big Data, and Machine Learning*, McGraw-Hill Education.

Edwards, J. (2019) *Copywriting Secrets: How Everyone Can Use The Power Of Words To Get More Clicks, Sales and Profits . . . No Matter What You Sell Or Who You Sell It To!*, Author Academy Elite.

Nahai, N. (2017) *Webs of Influence: The Psychology of Online Persuasion*, 2nd Edition, Pearson, FT Press.

Krug, S. (2013) *Don't Make Me Think: A Common Sense Approach to Web and Mobile Usability*, 3rd Edition, New Riders.

Cialdini, R. (2006) *Influence: The Psychology of Persuasion*, Revised Edition, Harper Business.