Course Title	Digital Marketing
Course Code	DDM515
Course Type	Elective
Level	Postgraduate
Year / Semester	1st / 2nd
ECTS	7.5	**Lectures / week**	1	**Laboratories / week**	-

Course Purpose and Objectives	It goes without saying that the progress of Information and Communication Technologies (ICT) has a fundational impact on the social, economic, political and cultural environment worldwide. Regarding entrepreneurial activity, ICT definitely alter business environment making it more rapidly evolving, but at the same time a fertile field of enormous opportunities for the development of new and innovative activities.

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Therefore, ICT are considered as a vital influencing factor for today's markets as they create new prospects through marketing tools as well. The scope of this course is the presentation of these capabilities, both at a strategic and a tactical level, and the connection of ICT abilities with the overall marketing strategy of an organization or a company. The topics covered are as follows: marketing strategy in the digital age, online consumer behavior, value creation, content marketing, pricing strategy issues, online advertising tools, Search Engine Optimization (SEO), e-intermediaries, e-/ m-business models, social media, web analytics and social media metrics.

Moreover, the aim of the digital marketing course is to provide students with the all knowledge required concerning the advantages of digital marketing and its importance to the success of the marketing activity of a company or organization. Through this course students will also be able to develop a digital marketing plan and a SWOT analysis, define audience groups, and be aware of the various digital channels and how these can help them on their digital marketing plan development.

Finally, students will be taught how to integrate different digital media with the aim to create the proper marketing content, how to optimize a webpage and how to improve the marketing via search engines. Moreover they will be aware of creating advertising campaigns on Google Ads and social media. To add to this, they will be aware of the basic principles of Google Analytics in order to be helped as future managers in developing digital marketing plans as well as effectively manage digital marketing performance.

This course contributes to the achievement of the following programme learning outcomes of the (PLOs):

[PLO3] Strategically apply innovative information and communication technologies to achieve and sustain organizational goals.

	[PLO4] Analyse, design and manage information systems within the broader organisational environment to optimise performance and support innovation. [PL06] Understand and apply ethical principles and data governance frameworks in the development and implementation of digital innovations. [PLO7] Demonstrate research proficiency by applying advanced research methods to solve realworld information systems and digital innovation challenges.
Learning Outcomes	

1. Knowledge	1.1. Evaluate the concepts and theories of digital marketing.
	1.2. Identify the different methods/ types and tools of digital marketing.
	1.3. Identify the main micro- and macro- environment factors that impact the digital marketing strategy of a company/ organization.
2. Skills	2.1. Apply research tools in digital marketing.
	2.2. Apply a digital marketing campaign based on the specific goals of a company/ organization and the target audience.
	2.3. Develop a digital marketing plan.
3. Competencies (Responsibility and autonomy)	3.1. Evaluate the decisions that firms and organizations should take for developing a digital marketing strategy.
	3.2. Independently use learning emerging from research, analyses and reports in campaigns and plans.

		3.3. Evaluate applied digital marketing tools and methods/ types to justify changes necessary for better results. 3.4. Evaluate the skills and ICT applications required in real situations in the field of digital marketing. 3.5. Discuss latest trends and research topics. 3.6 Collaborate effectively in a team.

Prerequisites	-	**Required**	-

Course Content	Week	Topic	Activity	CLO
	1	Introduction to Digital Marketing	Forum	1.1, 1.2, 1.3, 3.1, 3.3
	2	Microenvironment and Customer Journey	Assignment	1.1, 1.2, 2.1, 3.2, 3.3
	3	Macro-environment	Forum	1.2, 1.3, 2.1, 3.2, 3.3, 3.5
	4	Digital Marketing Strategy	Assignment	1.1, 2.2, 3.1, 3.3, 3.4
	5	Digital Branding and the Marketing Mix	Forum	1.2, 2.1, 3.3, 3.4
	6	e-Business models and e-Revenue models	Assignment	1.2, 1.3 2.1, 2.2, 3.3, 3.6
	7	Website presence and Search Engine Marketing	Forum	1.2, 2.2, 3.1, 3.2, 3.3, 3.4
	8	Methods for Digital Marketing Development and Promotion	Forum	1.2, 2.2, 2.3, 3.1, 3.3, 3.4
	9	Social Media Marketing	Forum	1.2, 2.2, 2.3, 3.2, 3.3, 3.4
	10	Mobile Marketing	Forum	1.2, 2.2, 2.3, 3.1, 3.3., 3.4
	11	Customer Relationship Management	Forum	1.2, 2.1, 2.2, 3.1, 3.2, 3.3, 3.6
	12	Online Performance Evaluation and Improvement	Workshop	1.3, 2.1, 3.1, 3.2, 3.3, 3.5

	13	**Revision**		

Teaching Methodology	Mix of lectures, active learning techniques and activities. More precisely: • Interactive online lectures • Notes and PowerPoint Presentations in digital format through the electronic platform • Basic textbook(s) and additional bibliography • Assignments • Interactive activities • Meetings with the instructor(s) • Discussions in Forums through the electronic platform of real word case studies • Web links • Critical reflection on research article • Peer review on group working and discussion in forum • Educational videos on real world case studies and critical discussion in forum
Bibliography	Required reading • Chaffey, D. & Ellis-Chadwick, Fiona (2022). Digital Marketing: Strategy, Implementation & Practice, 8th Edition, Pearson Publications. Additional reading 1. Bala, M., & Verma, D. (2018). A critical review of digital marketing. M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering, 8(10), 321-339. 2. Bayer, E., Srinivasan, S., Riedl, E. J., & Skiera, B. (2020). The impact of online display advertising and paid search advertising relative to offline advertising on firm performance and firm value. International Journal of Research in Marketing, 37(4), 789804. 3. Bernritter, S. F., Ketelaar, P. E., & Sotgiu, F. (2021). Behaviorally targeted location-based mobile marketing. Journal of the Academy of Marketing Science, 49(4), 677-702. 4. Booms, B.H. and Bitner, M.J. (1981). Marketing Strategies and Organization Structures for Service Firms. In: Marketing of Services, American Marketing Association, Chicago, 47-51. 5. Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2019). Digital business and ecommerce management. Pearson UK.

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26. Neil Mason's Applied Insights acquisition, conversion, retention approach to the Smart Insights Reach, Act, Convert, Engage framework introduced in Chapter 1.
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Additional educational material

1. Aitarget University https://uni.aitarget.com/insights/la-roche-posay/; Facebook Business https://en-gb.facebook.com/business/success/la-roche-posay-aitarget

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24. Understanding Digital Marketing: Marketing strategies for Engaging the Digital generation, (Digital Book) written by Damian Ryan & Calvin Jones, Kogan Page Publishing, London 2011. https://www.academia.edu/6559617/Marketing_strategies_for_engaging_the_di gital_generation_Understanding_Marketing
25. best digital marketing news sites. https://www.impactplus.com/blog/best- digitalmarketing-news

Assessment	Your assessment includes one final exam and the completion of the mid-term assignment. What matters most in a successful writing assignment is that it reflects your full understanding and knowledge of the subject rather than being a staple of information. What matters most in presentations is your ability to explain the topic succinctly, keep the audience interested and answer any questions they may have (on the spot or later). The evaluation process also includes activities involving research and presentation, insightful interaction with your classmates and invited experts, peer review, participation in various discussion forums, case study analysis, and quizzes. The final grade will be formed as follows: 3.75% Assignment 3.75% Forum 3.75% Forum 3.75% Workshop *Assessment methods and mapping with Learning Outcomes*

	Percentage	1.1	1.2	1.3	2.1	2.2	2.3	3.1	3.2	3.3	3.4	3.5	3.6
Assignment	3.75%	√				√		√		√	√		
Forum	3.75%		√			√		√		√	√		
Forum	3.75%		√			√	√	√		√	√		
Workshop	3.75%			√	√			√	√	√		√	
Midterm assignment	25%		√	√		√		√	√		√		√
Final exam	60%	√	√	√	√	√	√	√				√	√

Assignments Details:

- Written Essay
- Assignment
- Forum
- Workshop

Language	English