

Course Title	Digital Marketing						
Course Code	DM515						
Course Type	Elective						
Level	Postgraduate						
Year / Semester	1 st / 2 nd						
ECTS	7.5	Lectures week	/	1	Laboratories week	/	-
Course Purpose and Objectives	<p>It goes without saying that the progress of Information and Communication Technologies (ICT) has a foundational 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.</p> <p>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-/ m-business models, social media, web analytics and social media metrics.</p> <p>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.</p> <p>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.</p> <p>This course contributes to the achievement of the following programme learning outcomes of the (PLOs):</p> <p>[PLO3] Strategically apply innovative information and communication technologies to achieve and sustain organizational goals.</p>						

	<p>[PLO4] Analyse, design and manage information systems within the broader organisational environment to optimise performance and support innovation.</p> <p>[PL06] Understand and apply ethical principles and data governance frameworks in the development and implementation of digital innovations.</p> <p>[PLO7] Demonstrate research proficiency by applying advanced research methods to solve realworld information systems and digital innovation challenges.</p>	
<p>Learning Outcomes</p>	<p>1. Knowledge</p>	<p>1.1. Evaluate the concepts and theories of digital marketing.</p> <p>1.2. Identify the different methods/ types and tools of digital marketing.</p> <p>1.3. Identify the main micro- and macro-environment factors that impact the digital marketing strategy of a company/ organization.</p>
	<p>2. Skills</p>	<p>2.1. Apply research tools in digital marketing.</p> <p>2.2. Apply a digital marketing campaign based on the specific goals of a company/ organization and the target audience.</p> <p>2.3. Develop a digital marketing plan.</p>
	<p>3. Competencies (Responsibility and autonomy)</p>	<p>3.1. Evaluate the decisions that firms and organizations should take for developing a digital marketing strategy.</p> <p>3.2. Independently use learning emerging from research, analyses and reports in campaigns and plans.</p>

		<p>3.3. Evaluate applied digital marketing tools and methods/ types to justify changes necessary for better results.</p> <p>3.4. Evaluate the skills and ICT applications required in real situations in the field of digital marketing.</p> <p>3.5. Discuss latest trends and research topics.</p> <p>3.6 Collaborate effectively in a team.</p>		
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	<p>Mix of lectures, active learning techniques and activities. More precisely:</p> <ul style="list-style-type: none"> • Interactive online lectures • Notes and PowerPoint Presentations in digital format through the electronic platform • Basic textbook(s) and additional bibliography • Assignments • 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	<p><u>Required reading</u></p> <ul style="list-style-type: none"> • Chaffey, D. & Ellis-Chadwick, Fiona (2022). Digital Marketing: Strategy, Implementation & Practice, 8th Edition, Pearson Publications. <p><u>Additional reading</u></p> <ol style="list-style-type: none"> 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. 6. Chaffey, D. and Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th Edition). Pearson. 			

7. Chaffey, D. and Smith, P. R. (2012). *E-Marketing excellence: Planning and optimizing your digital marketing* (4th Edition). Butterworth-Heinemann, Oxford.
8. Dahnil, M. I., Marzuki, K. M., Langgat, J., & Fabeil, N. F. (2014). Factors influencing SMEs adoption of social media marketing. *Procedia-social and behavioral sciences*, 148, 119126.
9. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
10. Dholakia, U. M., Kahn, B. E., Reeves, R., Rindfleisch, A., Stewart, D., & Taylor, E. (2010). Consumer behavior in a multichannel, multimedia retailing environment. *Journal of interactive marketing*, 24(2), 86-95.
11. Egri, G., & Bayrak, C. (2014). The role of search engine optimization on keeping the user on the site. *Procedia Computer Science*, 36, 335-342.
12. Farmania, A., Elsyah, R. D., & Tuori, M. A. (2021). Transformation of crm activities into eCRM: The generating e-loyalty and open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 109.
13. Faruk, M., Rahman, M., & Hasan, S. (2021). How digital marketing evolved over time: A bibliometric analysis on scopus database. *Heliyon*, e08603.
14. Haryani, S., & Motwani, B. (2015). Discriminant model for online viral marketing influencing consumers behavioural intention. *Pacific science review B: Humanities and social sciences*, 1(1), 49-56.
15. Heggde, G., & Shainesh, G. (Eds.). (2018). *Social media marketing: Emerging concepts and applications*. Springer.
16. Heinze, A., Fletcher, G., Rashid, T. & Cruz, Ana (2020). *Digital and Social Media Marketing: A Results-Driven Approach*, 2nd Edition, Routledge.
17. Hudak, M., Kianičková, E., & Madleňák, R. (2017). The importance of e-mail marketing in e-commerce. *Procedia engineering*, 192, 342-347.
18. Jackson, G., & Ahuja, V. (2016). Dawn of the digital age and the evolution of the marketing mix. *Journal of Direct, Data and Digital Marketing Practice*, 17(3), 170-186.
19. Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers?. *Journal of Retailing and Consumer Services*, 53, 101774.
20. Jessen, A., Hilken, T., Chylinski, M., Mahr, D., Heller, J., Keeling, D. I., & de Ruyter, K. (2020). The playground effect: How augmented

reality drives creative customer engagement. *Journal of Business Research*, 116, 85-98.

21. Jobber, D. and Ellis-Chadwick, F. (2016). *Principles and Practices of Marketing* (8th Edition). McGraw-Hill, Maidenhead.
22. Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International journal of research in marketing*, 34(1), 22-45.
23. Kelsey, T. (2017). *Introduction to Search Engine Marketing and AdWords: A Guide for Absolute Beginners*. Apress.
24. Kim, J. and Sanders, S. (2017). *Online Advertising for Home-Based Businesses Platforms and Tactics You'll Be Thrilled to Know!: The Simplest Yet Most Comprehensive Guide to Marketing Your Small Business On the Internet*.
25. Marsh report (June 2018). *Economy 4.0 – Risk considerations for a new era in communications, media, and technology*.
26. Neil Mason's Applied Insights acquisition, conversion, retention approach to the Smart Insights Reach, Act, Convert, Engage framework introduced in Chapter 1.
27. Nhan, V. K., Dung, H. T., & Vu, N. T. (2022). A conceptual model for studying the immersive mobile augmented reality application-enhanced experience. *Heliyon*, e10141.
28. Numminen, E., Sällberg, H., & Wang, S. (2022). The impact of app revenue model choices for app revenues: A study of apps since their initial App Store launch. *Economic Analysis and Policy*, 76, 325-336.
29. Ostenwalder, A., Pigneur, Y., and Tucci, C. L. (2005). Clarifying business models: origins, present, and future of concept. *Communications of the Association for Information Systems*, 15, 1-40.
30. Perez-Vega, R., Hopkinson, P., Singhal, A., & Mariani, M. M. (2022). From CRM to social CRM: A bibliometric review and research agenda for consumer research. *Journal of Business Research*, 151, 1-16.
31. Rose, P. S., Hair, N., and Clark, M. (2011). Online customer experience: A review of the B2C online purchase context. *International Journal of Management Reviews*. 13 (1), 24- 39.
32. Solomon, M.R., White, K., Dahl, D.W., Zaichkowsky, J.L. and Polegato, R. (2017). *Consumer behavior: Buying, having, and being*. Boston, USA, Pearson.
33. Subramanian, K., Joshi, K.P. and Deshmukh, S. (2018). Improving Forecasting for Customer Service Supply Chain Using Big Data Analytics. In *Supply Chain Management Strategies and Risk Assessment in Retail Environments* (pp. 25-41). IGI Global.
34. Stokes, R. (n.d.). *E-marketing – the essential guide to marketing in a digital world*.
https://biz.libretexts.org/Bookshelves/Marketing/Book%3A_eMarke

ting_The_Essential_

Guide to Marketing in a Digital World (Stokes)

35. Turban, E. & King, D. (2012). Electronic Commerce 2012: Managerial and Social
36. Networks Perspectives (7th Edition). Prentice Hall, New Jersey, USA.
36. Turban, E., Outland, J., Kind, D.,Turban, C. D. (2018). Electronic Commerce 2018: A
37. managerial and social networks perspective (9th Edition). Springer.
37. Wilson, H. (2008). The multichannel challenge. Butterworth-Heinemann. Oxford, UK.
38. Yang, Z., Shi, Y., & Wang, B. (2015). Search engine marketing, financing ability and firm performance in E-commerce. Procedia Computer Science, 55, 1106-1112.
39. Yasiukovich, S., & Haddara, M. (2021). Social CRM in SMEs: A Systematic Literature Review. Procedia Computer Science, 181, 535-544.

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>
2. Bosomworth, D. (2015). Mobile Marketing Statistics compilation. Retrieved 20/2/016 from <http://www.smartinsights.com/mobile-marketing/mobile-marketinganalytics/mobile-marketing-statistics>.
3. CFI Team (2022). McKinsey 7S Model. Retrieved 13/12/2022 from <https://corporatefinanceinstitute.com/resources/management/mckinsey-7s-model/> Chaffey, D. (2020). Essential digital marketing tools [Infographic]. Retrieved 13/12/2022 from <https://www.smartinsights.com/digital-marketing-platforms/essential-digitalmarketing-tools-infographic/>
4. Chaffey, D. & Smith, P.R. (2013). Emarketing excellence: Planning and optimizing your digital marketing, 4th Edition, Routledge. http://charsoomarketing.com/wpcontent/uploads/downloads/2016/02/Dave_Chaffey_PR_Smith_Emarketing_Excellence_P1.pdf
5. Chris (2022). Top 10 search engines in the World (2022 update). Retrieved 14/12/2022 from <https://www.reliablesoft.net/top-10-search-engines-in-the-world/>
6. KlikZ Experts. <https://www.clickz.com/>
7. Colman, G. (2017). User personas: one of the best tools for understanding your customers. Retrieved 13/12/2022 from <https://zapier.com/blog/user-personas/>

8. Datareportal (2022). Digital 2022: Global Overview Report. Retrieved 7/12/2022 from <https://datareportal.com/reports/digital-2022-global-overview-report>
9. Digital Insights – Chaffey, D. <https://www.davechaffey.com/useful-links-for-students-of-digital-marketing/>
10. eMarketer. <https://www.insiderintelligence.com/>
11. eMarketing: The essential Guide to Marketing in a Digital World (digital book) Rob Stokes, 5th ed. Quirk Publishing, 2015. https://www.redandyellow.co.za/content/uploads/woocommerce_uploads/2017/10/emarketing_textbook_download.pdf
12. General Data Protection Regulation (2018). Guide to the General Data Protection Regulation. Accessed 2/1/2023 from <https://ico.org.uk/for-organisations/guide-to-dataprotection/guide-to-the-general-data-protection-regulation-gdpr/>
13. Intersection Digital (2019). Retrieved 21/12/2022 from <https://intersectionconsulting.com/blog/>
14. Klipfolio (2012). <https://www.klipfolio.com/blog/marketing-agency-dashboards>
15. Marketing Sherpa. <https://www.marketingsherpa.com/>

Matthews. Google analytics glossary: Key terms and definition <https://empower.agency/google-analytics-glossary/>

16. Newberry C. (2022). 16 Key social media metrics to track in 2023. Retrieved 21/12/2022 from <https://blog.hootsuite.com/social-media-metrics/>
17. Riggs, N. (2014). What are the seven social media building blocks? Retrieved 3/9/2021 from <https://www.nrmedia.biz/blog/what-are-the-seven-social-media-building-blocks>
18. Salazar, K. (2020). 7 ways to analyze a customer-journey map. Retrieved 13/12/2022 from <https://www.nngroup.com/articles/analyze-customer-journey-map/>
19. Smart Insights. <https://www.smartinsights.com/>
20. Statista (2022a). Most popular social networks worldwide as of January 2022, ranked by number of monthly active users. Retrieved 21/12/2022 from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
21. Statista (2022a). Number of social media users worldwide from 2017 to 2027 Retrieved 21/12/2022 from <https://www.statista.com/statistics/278414/number-of-worldwidesocial-network-users/>
22. Statista (2022c). Mobile Set To Outpace Desktop Ad Spending By 2022. Retrieved 20/12/2022 from <https://www.statista.com/chart/19792/global-mobile-ad-spendingdistribution-by-platform/>

	<p>23. Wong, L. (2021). 9 types of social media and how each can benefit your business. Retrieved 3/9/2021 from https://blog.hootsuite.com/types-of-social-media/</p> <p>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_digital_generation_Understanding_Marketing</p> <p>25. best digital marketing news sites. https://www.impactplus.com/blog/best-digitalmarketing-news</p>
Assessment	<p>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).</p> <p>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.</p> <p>The final grade will be formed as follows:</p> <p>3.75% Assignment</p> <p>3.75% Forum</p> <p>3.75% Forum</p> <p>3.75% Workshop</p> <p><i>Assessment methods and mapping with Learning Outcomes</i></p>

	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