



# DIGITAL MARKETING

<b>Course code</b>	<i>MNG234</i>
<b>Course title</b>	<i>Digital Marketing</i>
<b>Type of course</b>	<i>Elective</i>
<b>Stage of study</b>	<i>Undergraduate</i>
<b>Department in charge</b>	<i>Undergraduate school</i>
<b>Year of study</b>	<i>3<sup>rd</sup></i>
<b>Semester</b>	<i>Spring</i>
<b>ECTS</b>	<i>6 credits: 48 hrs. class work, 112 individual work hours, 2 hours of consultations.</i>
<b>Coordinating lecturer</b>	<i>Monika Mačiulienė</i>
<b>Studies form</b>	<i>Daytime</i>
<b>Prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>

## Course description

At the heart of marketing lies the consumer and their journey through the stages of awareness, intent, conversion and retention. In this elective course, we will learn how digital and new rules of media have transformed the interactions between businesses and consumers along this journey. The course is designed to get students to think like digital marketing professionals, to establish the habits for keeping up to date on emerging digital technologies and to provide the experience with industry-relevant assignments and exercises. Central to the hands-on orientation of the course is a client project where students will work in small groups with a company on their digital marketing efforts.

## Course aim

The course aims at providing balanced and well-designed training in the principles of digital marketing. The syllabus provides a combination of theoretical knowledge and practical skills. By the end of this course, the students will be able to understand the core processes of planning, executing and measuring a digital marketing strategy by employing the major online channels.

<b>Course learning outcomes (OLC)</b>	<b>Study methods</b>	<b>Assessment methods</b>
OLC 1. The student is able to explain and apply the key terms, definitions and concepts relating to digital marketing.	Lectures, independent studies, seminars, case studies	Seminar participation, presentations, exam
OLC 2. The student can analyse and discuss the trends and critical issues brought on by digital technologies and how it affects business.	Lecture, independent studies, discussions, case studies	Seminar participation, presentations, exam
OLC3. The student is able to work in a team, to present work results in written or oral form, to be able to argue decisions	Group homework, in-class group activities	Group project, presentations
OLC4. The student can understand the measures allowing to evaluate the digital marketing effectiveness	Lecture, independent studies, discussions, case studies	Seminar participation, presentations, group project, exam
OLC5. The student can build an actionable digital strategy that aligns with organizational goals based on consumer and market insights.	Lecture, problem-solving, group homework, seminar, self-study	Group project

## Quality management

The quality of the course is assured by diverse set of teaching methods, interim knowledge assessment, updated and relevant learning materials and mix of individual and group in-class assignments.

## Cheating prevention

Individual tasks assigned for homework, individual testing and group workshops are forms to prevent cheating. The ISM regulations on academic ethics, including cheating (see: *ISM regulations*) are fully applied in the course during the entire semester.

### Course content

Week	Topic	Course hours		Reading
		Theory	Practice	
1	Digital marketing trends; Foundations of digital world; Digital transformations; Paradoxes of Marketing to Connected Customer. Survey on students' present digital marketing knowledge & experience.	4	0	<i>Chapter 1 + [2]</i>
2	Understanding customers: Online buying behaviour; Customer personas; Influential Digital Subcultures; Zero moment of truth; Prosumers; Co-creation; Crowdsourcing; Online consumer behaviour models; Digital communities; Digital footprint & privacy issues online. Selecting mid-term presentation topics.	2	2	<i>Chapters 2&amp;3</i>
3	Digital marketing strategy: Digital sales funnel; Omnichannel perspective; Strategy and trust; Digital marketing funnel: from acquisition to retention; Industry archetypes. Intro for group project.	1	3	<i>Chapters 4&amp;7 + [3]</i>
4	Website development: Build to convert; Platforms and website builders; User Experience; Design & Functionality; SEO. Human-centric marketing for brand attraction (human centricity vs. algorithms & AI).	2	2	<i>Chapter 8</i>
5	Content marketing for brand curiosity: Inbound marketing; Mediums; Storytelling; Strategic content plan; Marketing automation.	2	2	<i>Chapter 9</i>
6	Mid-term student presentations.	0	4	
7	Driving from awareness to advocacy I: Focus on Display, Search and Social media advertising ecosystems.  Workshop for group project: Executing online and social media campaigns.	2	2	<i>Chapter 6</i>
8	Driving from awareness to advocacy II: Focus on Social media & Customer engagement.	2	2	<i>Chapter 5</i>
9	Driving from awareness to advocacy III: Focus on Email & Mobile.	2	2	<i>Chapter 10</i>
10	Marketing productivity metrics & analytics	1	3	<i>Chapter 11</i>
11	PR in the times of digital (Building trust online) Guest lecturer: Crisis Communication Essentials	2	2	<i>[4]</i>
12	Presentation of the group project results Pre-exam discussion & review of key course material	0	4	-
TBA	Final exam			<i>All course material</i>
		<b>20</b>	<b>28</b>	<b>Total</b>

### Assessment methods

Assignment	Total hours	Final grade, %
Participation & professionalism	30	25%
Social media consulting group project and presentation	28	25%
Mid-term presentations	10	15%
Final Exam	44	35%
<b>Total:</b>	<b>112</b>	<b>100%</b>

*Participation & professionalism in seminar activities (25%).* Positive contributions to class discussion increase student score. Attending class and not speaking has neither a positive nor a negative impact on student's participation grade. Failing to attend an entire class session, poor preparation and participation decrease the participation score. In addition, every week 2 students are required to present 2 news items in the field of digital marketing. This will enable the group to keep updated outlook to ever changing scene of digital media.

*Mid-term presentations (15%).* A group of 2-3 students will have to perform a short research revealing the innovative ways of marketing application and to present it during the seminar. The topics for the presentation will be offered by the lecturer or selected individually by the group with the lecturer's approval. Students are able to sign up for the presentation topics on the first two lectures of the semester. Students failing to register for the presentation - before the given deadline - will



be grouped by the lecturer. In case of serious reasons, students may be allowed to switch with a member of another group. Individual group members not showing up for the presentation session will get a 0 (zero) for all individual assessment criteria. In exceptional cases, the lecturer will consider alternative forms of assessment for the group presentation grade. Detailed guidelines will be provided during the course (week 1).

*Social media consulting group project and presentation (25%).* In this project, the students will work in teams of 3-4 to provide social media consulting to an organization (business, non-profit or public) of their choice. The group should choose an organization that has the resources to use social media, but is not meeting its own potential. The assignment has two connected parts:

- a. Marketing personas, customer journey & social media audit. The group is asked to define two marketing personas that represent the organization's target segments, to illustrate their journey while interacting with the company and to critically assess the current social media marketing efforts.
- b. Plan social media campaign and create sample content: building on the material generated in the first part of the assignment, the group will specify the goal for a campaign, key elements and its distribution strategy. Finally, the group has to create sample content for the company.

Detailed instructions for the group project will be explained in the class (week 3).

The group can also choose to complete Google Ad Grants Online Marketing Challenge. In order to participate in this challenge, the students have to pass the Google Ads Fundamentals Assessment and claim a certificate.

*Final exam (35%).* The final exam covers all course material including the required readings. The final will be closed book and closed note. If student does not satisfactorily complete the final exam, he/she cannot pass the course.

**The final grade for the course is calculated** according to the accumulative formula as indicated in the Guidelines for the Bachelor Studies at ISM. Negative grades (below 5) are not included into the accumulative grading system. The individual and group work evaluations are of accumulative origin with respect to the final evaluation taking into account only positive evaluations of each assignment. Students who receive a failing final grade shall have the right to re-take the exam during the re-sit week, which will comprise 65% of the final grade and will include all semester material. Home assignments cannot be retaken at a later time but the grades of these assignments will be calculated into the final grade.

#### **Additional remarks**

Attendance and participation in the seminars is strongly recommended however not obligatory.

Class notes and assignments will be prepared for each class and available for downloading after the respective class session. The class notes (slides) are the intellectual property of teaching instructor. Students may not distribute or duplicate these notes without his written consent.

Problems with group work. Where group work is set and a group is experiencing difficulties, the students should approach their tutor to try to resolve these differences. The tutor will counsel the group, or individuals from the group, on the procedures open to them to resolve group problems (the problem should be raised prior to the work being completed or handed in).

#### **Reading materials and additional resources**

Additional reading resources for each subject will be provided during the semester. The shifts in digital marketing are sudden, hence the resources have to be updated constantly.

Required reading:

- [1] TEXTBOOK: Kotler, Kartajaya & Setiawan. Marketing 4.0: Moving from Traditional to Digital. Wiley, 2017, ISBN: 978-1-119-34120-8.
- [2] Digital McKinsey "[The next-generation operating model for the digital world](#)"
- [3] Digital McKinsey "[More than digital plus traditional: A truly omnichannel customer experience](#)"
- [4] HBR article "[AI Meets the Reputation Economy](#)"

*Recommended podcasts:* [HBR Ideacast](#); [Craft of Marketing](#); [The Science of Social Media](#); [Recode Media](#); [Duct Tape Marketing](#)

*Recommended digital media sources:* SEOMoz.org; mashable.com; convinceandconvert.com; ClickZ.com; eMarketer; forrester.com; contentmarketinginstitute.com; adage.com; adweek.com