

MBAN 647 - Digital Marketing

Course title	Digital Marketing				
Course code	MBAN 647				
Course type	Concentration Required				
Level	2 nd Cycle				
Year / Semester	1 st or 2 nd / Fall, Spring, Summer				
Teacher's name	Marcos Komodromos				
ECTS	6	Lectures / week	1/week	Laboratories / week	N/A
Course purpose and objectives	Conclude the overall marketing system from the marketing decision-maker's viewpoint. Apply the various approaches available to digital marketing. Construct various approaches available to digital marketing. Differentiate strategic digital marketing elements and evaluate their role in today's business world. Manage a strategic digital marketing campaign effectively. Critique problem-solving abilities in digital marketing, making them appealing to employers for practical experience and analytical skills. Navigate the complexities of the modern business landscape, focusing on digital transformation, global market trends, and disruptive technologies. Assess the significance of target groups and personas when creating strategic, creative digital marketing copy.				
Learning outcomes	Develop comprehensive features of demonstrated platforms, networks, and tools. Identify problems and formulate optimized problem-solving digital marketing strategies. Design cohesive and persuasive content, distributing effectively to various audiences. Utilize insights, analytics, metrics, and relevant KPIs for informed decision-making in digital marketing. Generate creative ideas that can lead to innovative marketing solutions. Communicate effectively with diverse groups, presenting ideas clearly, and leading teams confidently. Validate their digital marketing expertise for a successful career in the field.				
Prerequisites	MBAN 650		Required	YES	
Course content	Week 1 The Digital Marketing Environment: Explore the foundational ecosystem of digital marketing, focusing on its influence on consumer behavior and business strategies. The Digital Consumer: Examine the characteristics and behaviors of digital consumers, including their interactions with online platforms and purchasing behaviors.				

	Week 2 Content Marketing: Analyze the creation and distribution of valuable content to attract and retain a clearly defined audience. Email Marketing: Discuss strategies for effective email campaigns, including personalization and automation techniques. Week 3 Websites and User Experience (UX): Review best practices for creating user-friendly, accessible, and engaging websites. Search Engine Optimization (SEO): Understand strategies to improve website visibility and ranking on search engines. Week 4 Paid Advertising (PPC): Explore the use of paid advertising platforms to reach target audiences through search engines and social media. Strategic Social Media Marketing: Study strategic approaches to using social media platforms for brand engagement and audience growth. Week 5 Online Communities and Engagement: Investigate how online communities are formed and maintained, focusing on engagement and interaction. Mobile Marketing: Delve into mobile-first strategies, apps, and mobile advertisement campaigns. Week 6 Marketing in the Metaverse: Explore marketing opportunities and brand presence in virtual and augmented reality environments. Digital Marketing Audit: Learn methods to assess and evaluate the effectiveness of digital marketing efforts. Week 7 Digital Marketing Strategy and Objectives: Formulate overarching digital marketing strategies aligned with company objectives. Building the Strategic Digital Marketing Plan: Develop a comprehensive, executable plan for digital marketing campaigns. Week 8 Managing Resources and Reporting: Focus on resource allocation, budgeting, and reporting techniques in digital marketing projects. Digital Marketing Metrics and Analytics: Analyze tools and techniques for measuring digital marketing success. Week 9 Digital Marketing Disruption: Explore how innovation and emerging technologies disrupt traditional marketing approaches. Transformation and Change Management: Study strategies to manage digital transformation processes effectively. Week 10 Ethical Considerations in Digital Marketing: Discuss the ethical implications and responsibilities in digital marketing.
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	Legal Aspects of Digital Marketing: Understand legal constraints and regulations affecting digital marketing practices. Week 11 Influencer Marketing: Examine the role and impact of influencers in digital marketing strategies. Branding in the Digital Age: Focus on building and sustaining a brand's online reputation and identity. Week 12 Future Trends in Digital Marketing: Forecast emerging trends and prepare for future developments in the field. Career Development in Digital Marketing: Explore career opportunities and skills required for success in digital marketing.
Teaching methodology	Learning Activities Lectures and Guest Lectures: Engage with industry experts and faculty to gain insights into current digital marketing practices and trends. Case Study Analysis: Evaluate real-world scenarios to understand strategic decision-making and application of marketing theories. Group Discussions: Facilitate interactive discussions to share perspectives and deepen understanding of course materials. Workshops and Simulations: Implement hands-on exercises that simulate real-world digital marketing challenges. Interactive Projects: Design and execute digital marketing campaigns to apply theoretical knowledge practically. Student-led Seminars: Lead peer teaching sessions to articulate and reinforce understanding of key concepts. Field Trips to Marketing Firms: Observe and learn from real-life marketing operations outside the classroom. Teaching Methods Blended Learning Approach: Combine traditional lectures with online resources for a holistic learning experience. Flipped Classroom: Encourage students to prepare notes on course content before class for in-depth class discussions. Problem-Based Learning (PBL): Use thought-provoking problems to drive learning and engage students in active problem-solving. Peer Teaching: Students teach each other, enhancing understanding through peer explanations and perspectives. Role-Playing Exercises: Simulate marketing scenarios where students can assume roles and make strategic decisions. Storytelling Techniques: Use narratives to convey complex marketing concepts in an engaging manner. Interactive Tutorials: Provide hands-on guidance through small projects and troubleshooting sessions.

Bibliography	Digital Marketing Strategy, Planning & Disruption, Annmarie Hanlon, SAGE (3rd ed.), 2025, Paperpack: 9781529680430, Electronic version:9781036202194 Digital Marketing, Dave Chaffey & Fiona Ellis-Chadwick, Pearson, 2023, Paperpack: 9781292400969, Electronic version: 9781292401003
Assessment	Weekly Assignments: Assess students' understanding of weekly topics through regular tasks. Group Project: Collaborate on a comprehensive digital marketing project requiring critical thinking and teamwork. Midterm Exam: Evaluate understanding of the first half of the course through written examination. Final Exam: Comprehensive assessment of the entire course content. Reflective Journals: Encourage students to document and reflect on their learning journey and practical experiences. In-Class Quizzes: Conduct unannounced quizzes to encourage participation and immediate feedback. Creative Pitch Presentations: Showcase student ability to propose innovative marketing solutions and persuasive communication in a formal presentation setting.
Language	English