



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-390	Digital Marketing	6
Prerequisites	Department	Semester
MKTG-291	Management	Spring
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Marketing Faculty	3 rd , 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- describe the characteristics of the digital marketing environment and study the move from traditional to digital marketing tools.
- illustrate the online customer journey and prepare students to evaluate the digital persona elements.
- articulate the differences between customer experience and customer journeys.
- determine the adapted digital marketing toolbox and explore the steps in planning and executing an email campaign.
- compare and contrast the content curation techniques and appraise the key factors in content marketing.
- analyze the concept of the 5Ps framework for personalized mobile marketing.
- investigate the downsides of wearable technology.
- equip students to develop wireframe for an app.
- implement a digital marketing audit and investigate competitors using the digital 7Cs.
- assess a social listening skills plan and verify the different sources of online data and examples of units of analysis.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. appreciate the impact of the digital environment on the digital marketing transformation.
2. examine the digital marketing framework of the different elements in the sharing economy.
3. clarify the digital persona elements.
4. appraise the types of storytellers, content, and media.
5. evaluate the types of influencers.
6. evaluate the differences between celebrity endorsers, influencers, and opinion leaders.
7. value the social media network types and their utilities.
8. articulate the essential qualities in establishing an online community and explore how to manage different types of online complaints.
9. assess the mobile advertising effectiveness framework and compose a plan to assess digital customers.
10. contrast the sources of online data and acquire examples of units of analysis.
11. appraise the difference between corporate, business, and functional strategies in the digital era and develop a digital marketing strategy framework.

Course Content:

1. The digital marketing environment and the digital consumer
2. Email, websites, SEO and paid search
3. Content marketing
4. Social media marketing
5. Online communities
6. Mobile marketing
7. Augmented, virtual and mixed reality
8. Digital marketing audit
9. Digital marketing strategy and objectives
10. Digital marketing planning
11. Managing resources and reporting in the digital environment
12. Digital marketing metrics and analytics

Learning Activities and Teaching Methods:

Lectures, Class discussions, In-class Practical Exercises, Case studies, Guest Lectures

Assessment Methods:

Participation, Quizzes, Midterm exam, Final exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Digital Marketing Strategic Planning & Integration, 2 nd edition	Annmarie Hanlon	Sage	2022	9781529742817
Digital Marketing, 7th Edition	Dave Chaffey & Fiona Ellis-Chadwick	Pearson	2019	9781292241579

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing in the Digital Age	Dinesh Kumar	Sage	2022	9789353887681
The Digital Marketing Planner Your Step-by-Step Guide	Annmarie Hanlon	Sage	2022	9781529742787