

Digital Marketing (DM)

Author(s)	Simeona Petkova
Programme Manager	
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1. Module overview

This guide gives you an overview of Digital Marketing (DM).

While digital marketing mixes are a must, many companies do struggle with the conceptualisation and the execution of their online strategies and campaigns. The Digital Marketing module provides an in-depth and applied knowledge in the areas of search engine optimisation (SEA), search engine advertising (SEO), video / viral marketing, social media and social ads, digital brand engagement, social CRM, and mobile marketing.

1.1 Content

During the Digital Marketing (DM) course, you will gain theoretical knowledge related to:

- Digital marketing fundamentals, conversion funnel design, online KPIs.
- Online business models (in the creative industries).
- Tactics specific to search engine ranking optimisation, SEA and social ads.
- Social media channel specificity, audiences and content marketing strategies.
- Different approaches and typologies of digital brand engagement.
- Social CRM. GDPR understanding and implications.
- Mobile marketing.

Furthermore, you will be involved in applying the knowledge gained working on company cases and your final project where you have to design, monitor and optimize a strategy pertaining to SEO / SEA / video marketing / social media ads / brand engagement.

Learning goals:

#	The student can:	AMSIB IB ILO ID	Level
LO1	Demonstrate an in-depth understanding of the digital marketing fundamentals.	MS3	2
LO2	Critically reflect upon the (potential) profitability of different online business models.	ENT3, MS3	3, 2
LO3	Critically reflect and weight the advantages and disadvantages of SEO, SEA, video and viral marketing, social media, social CRM, digital brand engagement and mobile marketing.	MS3; ERS2	3; 2
LO4	Discuss the (inter) cultural specificity of digital and e-commerce platforms per mature and high growth markets.	MS3	2
LO5	Execute online internal audit and online competitors' analyses.	MS3, R3, R4	3
LO6	Execute online audiences' analysis (identify and profile potential, actual and retained users / customers).	MS3, R3, R4	3
LO7	Design, monitor and optimize a digital marketing strategy.	MS3, R4, R5	3

Appendix 1 defines the relationship of the learning goals within this module with your programme's profile competences.

1.2 Coherence with other modules

Digital Marketing module continues the line of Marketing and Sales (1 and 2) with a focus on digital tactics bridging academic and business research and practices. It aligns and feeds back to the major final output.



1.3 Study materials & recommended further reading

Required study materials:

During the Digital Marketing (DM) course, you will be working with both chapters of a textbook and academic articles. The academic articles are to be found via the library. The recommended readings are 2 Google whitepapers that will help you with your project related to search engine optimization and AdWords campaigns.

Study literature					
Title	Author(s)	Publisher	Year	Edition	ISBN
<i>EMarketing: The Essential Guide to Marketing in a Digital World</i>	Rob Stokes	Red & Yellow	2017	6 th edition	Publisher's website



Articles

Roderick J. Brodie et al, (2013), "Consumer engagement in a virtual brand community: an exploratory analysis", Journal of Business Research, Vol 6 pp. 105-114.

Constantinos K. Coursaris et al, (2013), "A social media marketing typology: classifying brand Facebook page messages for strategic consumer engagement", Proceedings of the 21st European Conference on Information Systems.

Robbert Faase Remko Helms Marco Spruit, (2011), "Web 2.0 in the CRM domain: defining social CRM", Journal of Electronic Relationship Management, Vol 5, Iss 1 pp. 1-22.

Donna L. Hoffman, Marek Fodor, (2010), "Can you measure the ROI of your social media marketing?", Journal of MIT Sloan Management Review, vol. 52 Iss 1 pp. 41-49.

Inna Lyubareva et al, (2015), "Online business models in creative industries. Diversity and structure", Int. Studies of Mgt. & Org., vol. 44, Iss 4, Winter 2014–15, pp. 43–62.

Nadia Abou Nabout et al, (2014), "Empirical generalizations in search engine advertising", Journal of Retailing, Vol. 90 Iss 2 pp. 206-216.

Katherine T. Smith, (2012), "Longitudinal study of digital marketing strategies targeting Millennials", Journal of Consumer Marketing, Vol. 29 Iss 2 pp. 86 - 92.

Paula M.C. Swatman Cornelia Krueger Kornelia van der Beek, (2006), "The changing digital content landscape", Internet Research, Vol. 16 Iss 1 pp. 53 - 80.

Thomas M. Tripp Yany Gregoire, (2011), "When unhappy customers strike back on the Internet", Journal of MIT Sloan Management Review, vol. 52 Iss 3 pp. 37-44.

Eugene B. Visser Melius Weidman, (2011), "An empirical study on website usability elements and how they affect search engine optimisation", SA Journal of Information Management, Vol. 13 Iss 1 pp. 1-9.

Other study materials

Title	Author(s)	Where to find this material?
<i>Google Search Engine Optimisation Starter Guide</i>		http://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf
<i>Google AdWords Fundamentals: Exam Study Guide</i>		https://storage.googleapis.com/support-kms-prod/D1B3826EDB9ED675F9CFB5E455579424C1FF



1.4 Questions and who to contact

Questions about the module's content and study materials can be addressed to your lecturer(s) during the lessons. The consultation hours of the individual lecturers as well as their office location can be found in the lecturers' profile on the AUAS intranet.



2. Set-up of this module

2.1 Teaching methodology

Every class has a theoretical and a hands-on part. You are expected to come prepared to class and to have read the literature and the materials pertaining to the specific class. During the Digital Marketing (DM) course, you will be working with both chapters of a textbook and academic articles. You are encouraged to come up with a list of questions for discussion. Additionally, you will work on cases and practice-based problems. You will receive continuous guidance and feedback. The last class of the semester is fully dedicated to the group's digital strategies execution and monitoring.

2.2 Assignments

Students work on a project paper regarding the problem they would like to investigate, the urgency of it and the digital tactics and tools they are planning to use (choice of search engine optimization, search engine advertising, social media and content strategy, video marketing, digital brand engagement). Students have to include an elaborate literature review (specified under 1.4) and description of their methodology specifying the advantages and the limitations of their methods. The analysis should include a clear profiling (personas) of the users / customers and their convergency level. The analysis should include and in-depth analysis of the digital presence of the competitors and major macroenvironmental factors. The recommendations should be "practice-proven" meaning students will implement their initial recommendations and monitor the outcome for at least 2 weeks. With this further collected data, an optimization strategy must be outlined.

The project is split in two assignments **Individual / Group paper 'DM Theory' (50% of the grade)** and **Individual / Group project 'DM Implementation' (50% of the grade)**.

2.3 Exams:

Assignment 1: Individual / Group paper 'DM Theory' (50% of the grade):

- will be in the form of a written paper submitted via Brightspace (plagiarism checks will be carried out).
- consist of the following parts: Introduction, Problem / opportunity analysis, Literature review, Conceptual framework (which literature, theories, concepts are applicable to your case and how are they connected), Methodology.
- is based on **reviewing all the literature** specified under 'Required study materials'.
- involves individual and equal contributions from all group members. All members of the project group receive individual assessment.
- assesses learning goals 1 to 4.
- for the assessment model: see Brightspace.

Assignment 2: Individual / Group project 'DM Implementation' (50% of the grade):

- consists of a presentation (15%) and a final report (85%) of the project's grade.
- will be in the form of a written report submitted via Brightspace (plagiarism checks will be carried out).
- consist of the following parts: Data analysis and recommendations, Implemented strategy and monitoring, Optimized recommendations.
- involves individual and equal contributions from all group members; peer-review is mandatory. All members of the project group receive individual assessment.



- assesses learning goals 5 to 7.
 - for the assessment model: see Brightspace.
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- Students receive formalized feedback in week 5 (in class on the 'DM Theory' paper), and in week 10 (in class on the 'DM Implementation'). Feedback regarding the final grade is given during the review session after the examination period.
 - Students are expected to work on and equally contribute to the project throughout the semester. Your contribution throughout Assignment 1 and 2 is assessed individually (you receive an individual not a group grade at the end). Be aware: the DM project is quite demanding since the final report is written regarding a strategy that has been designed and implemented (monitored at least for two weeks).
 - If a student fails to equally contribute to the group's project, the student will be expelled from the group and has to submit a project on his/hers own. If free-riding behaviour occurs, the group has the responsibility to inform the lecturer about this no later than week 7.



2.4 Assessment

The assessment methods used in this module are summarised below. The table also shows how the grade for the Digital Marketing (DM) will be calculated.

#	Description	Form of Test	Learning objective(s) #	Lecture week #	Weight (%)
1	Problem / opportunity analysis, Literature review and conceptual framework (which literature, theories, concepts are applicable to your case and how are they connected), Methodology based assignment.	Individual / Group paper 'DM Theory'	1 to 4	De-central exam submission day.	50%
2	Data analysis and recommendations, implemented strategy and monitoring, Optimized recommendations-based assignment.	Individual / Group project 'DM Implementation'	5 to 7	13	50%

2.5 Resit

If the average grade obtained for this module is below 5.5 you must do a resit. Which resit(s) you must do depends on which part(s) is/were insufficient. The different situations are illustrated in the table below.

Situation:		The resit will consist of the following test(s):	Your average module grade after resit will be calculated using the following weights:	The resit(s) will be scheduled in:
1	<ul style="list-style-type: none"> Average grade for the whole module ≥ 5.5 	No resit needed	N.A.	N.A.
2	<ul style="list-style-type: none"> Average grade for the whole module < 5.5 	A revised and resubmitted version of the individual DM theory paper.	50% of the final grade	Allocated FEM resit period (date set by the lecturer).
	<ul style="list-style-type: none"> Average grade for the whole module < 5.5 	A revised and resubmitted version of 'DM Implementation' done by an individual student that includes additional data.	50% of the final grade	Allocated FEM resit period (deadline set by the lecturer).

2.6 General regulations

- 1 You are required to prepare for lessons. If you come to class unprepared, the lecturer has the right to deny you access to the lesson. What is requested of you in terms of lesson preparation is stated below and/ or on the DM page.
- 2 You must bring a laptop to school for each class. It is your responsibility to make sure that the battery lasts throughout each lesson. If you fail to bring a laptop to class and/or if the battery does

not last throughout class, this is regarded as not being prepared. A lecturer then has the right to deny you (further) access to that lesson.

- 3 The assignments will not be graded if the level of English is inadequate or if other non-compliance with the AMSIB Reporting Guidelines is verified. If that is the case, you have to hand in your assignment again in the appointed resit period.

2.7 Lesson plan

In the table below, you can find the topics, activities, assignments, and the exams that are scheduled for each lesson and the materials that you have to work with prior to our class.

Lecture week	Lesson 1	Prepare for the lesson
1	Digital marketing 1-1. Concepts, strategy and mix.	Stokes (2017), chapters 1 and 3 Katherine T. Smith (2012)
2	Online business models and organizational considerations	Inna Lyubareva et al (2015)
3	Search engine optimization.	Stokes (2017), chapter 8 Eugene B. Visser Melius Weidman (2011)
4	Search engine advertising. Submit project proposal.	Nadia Abou Nabout et al (2014) Stokes (2017), chapters 11 and 12
5	Video and viral marketing. Feedback on the project proposal.	Stokes (2017), chapter 19 'DM Theory' feedback in class.

Lecture week	Lesson 1	Prepare for the lesson
6	Social media marketing. Content marketing.	Hoffman and Fodor (2010) Stokes (2017), chapter 13 Paula M.C. Swatman Cornelia Krueger Kornelia van der Beek (2006)
7	Digital Brand Engagement.	Coursaris et al, (2013) Brodie et al. (2013)
8	E/Social CRM. Project Feedback Session (with a proof of progressing analysis).	Faase et al (2011) Tripp and Gregoire (2011)
9	Mobile Marketing.	Stokes (2017), chapter 7
10	Digital Marketing in Perspective	Students present an additional reading material of their choosing that pinpoints a digital marketing trend / future development.
11	Group's Project Workshop and Module Evaluation.	
12	Group's Project Presentations.	
13	Final Report Submission incl. the Optimized Strategy.	

Appendix 1: Relationship with your programme's profile competencies

#	The student can:	AMSIB IB ILO ID	Level
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LO3	Critically reflect and weight the advantages and disadvantages of SEO, SEA, video and viral marketing, social media, social CRM, digital brand engagement and mobile marketing.	MS3; ERS2	3; 2
LO4	Discuss the (inter) cultural specificity of digital and e-commerce platforms per mature and high growth markets.	MS3	2
LO5	Execute online internal audit and online competitors' analyses.	MS3, R3, R4	3
LO6	Execute online audiences' analysis (identify and profile potential, actual and retained users / customers).	MS3, R3, R4	3
LO7	Design, monitor and optimize a digital marketing strategy.	MS3, R4, R5	3