# DIGITAL AND SOCIAL MEDIA MARKETING

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| **Course code** | *GRAV030* |
| **Course title** | *Digital and social media marketing* |
| **Type of course** | *Compulsory* |
| **Stage of study** | *Graduate* |
| **ECTS** | *6; 36 hours of class work, 124 hours of self-study, 2 hours of consultations* |
| **Coordinating lecturer** | *Assoc.prof. Vatroslav Skare, e-mail: vatska@faculty.ism.lt* |
| **Study form** | *Full time* |
| **Course prerequisites** | *Undergraduate diploma; Basic marketing course (e.g. Principles of Marketing, Marketing 1, Marketing Management or similar)* |
| **Language of instruction** | *English* |

**Course description**

The course builds on focal marketing courses and discusses digital strategies and tactics from a brand perspective. Beside more general overview of the digital marketing and social media phenomena, the course will focus on topics which are critical in leveraging the power of social media, such are: content management, development of social media presence, mobile marketing and viral marketing. It will be discussed how power has been shifted from brands to consumers, how to engage consumers through social media, and what is the interplay between social media and other digital marketing activities.

**Course aim**

1. Providing students with a comprehensive understanding of how digital technologies and the rise of social media are changing marketing strategies and tactics across different industries.
2. Learning about marketing concepts that are relevant in the digital environment, analyzing best practice examples, and developing skills for creating, delivering and communicating value by using digital marketing tools and social media platforms.
3. Providing students with insights into current digital marketing and social media trends.
4. Teaching students how to combine digital and offline marketing tactics.

**Learning outcomes**

| Course learning outcomes (CLO) | Study methods | Assessment methods |
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| CLO1. To acknowledge core digital marketing concepts and the specifics of digital marketing environment. | Lectures, discussions, course project, independent studies | Course project preparation and presentation, final exam |
| CLO2. To assess the marketing potential of digital technologies for a particular real-life marketing challenge. | Lectures, discussions, course project, independent studies | Course project preparation and presentation, final exam |
| CLO3. To determine value of data in digital marketing and develop skills for data acquisition, analysis and its usage for digital marketing decision- making. | Lectures, discussions, course project, independent studies | Course project preparation and presentation, final exam |
| CLO4. To interpret the new role of consumers in digital environment and develop digital personas. | Lectures, discussions, course project, independent studies | Course project preparation and presentation, final exam |
| CLO5. To prepare relevant online value propositions and tactics to create value in the digital environment, choose relevant digital platforms and propose digital tactics to achieve marketing goals | Lectures, discussions, course project, independent studies | Course project preparation and presentation, final exam |
| CLO6. To employ a holistic approach to | Lectures, discussions, course | Course project preparation and |

| marketing management by critically thinking about new digital marketing trends, and questioning their applicability for marketing strategy in contemporary business. | project, independent studies | presentation, final exam |
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**Quality assurance**

Interactive teaching methods, case examples, whole class discussions and course project will be employed to enhance the quality of studies. Lectures will consist of lectures, examples, in-class discussions, group course project, article discussions, group presentations and individual final class exam.

**Course content**

| Day | Topic | Readings (Note: additional readings will be announced during lectures) |
|---|---|---|
| **Day 1** (Monday, 18th November, 2019) | **Introduction to digital and social media marketing** How digital technologies are transforming marketing; Key terms and concepts; Distinctive properties of digital marketing<br><br>**Digital media landscape** Paid-Owned-Earned media; Social media platforms | • Tiago, M.T.P.M.B., Verissimo, J.M.C. (2014) Digital marketing and social media: Why bother? Business Horizons, 57, 703-708.<br>• Constantinides, E. (2014) Foundations of Social Media Marketing. Procedia - Social and Behavioral Sciences, 148, 40-57.<br>• Corcoran, S. (2009) Defining Earned, Owned and Paid Media. Forrester Blogs. |
| **Day 2** (Tuesday, 19th November, 2019) | **New role of the consumer in the digital environment** Permission marketing; Prosumers; Co- creation; Consumer behaviour models in the digital environment | • Edelman, D. C., Singer, M. (2015) Competing on Customer Journeys. Harvard Business Review, November Issue.<br>• Pay, K. (2015) Leveraging psychology in digital marketing. Marketo.<br>• van Bommel, E., Edelman, D., Ungerman, K. (2014) Digitizing the consumer decision journey. McKinsey &Company.<br>• Court, D., Elzinga, D., Mulder, S., Vetvik, O. J. (2009) The consumer decision journey. McKinsey Quarterly, 3, 1-11.<br>• Deighton, J., Kornfeld, L. (2009) Interactivity's Unanticipated Consequences for Marketers and Marketing, Journal of Interactive Marketing 23(1), 4-10. |
| **Day 3** (Wednesday, 20th November, 2019) | **Strategic approach to digital and social media marketing** Digital marketing strategy framework; Digital analytics; Key performance indicators | • Felix, R., Rauschnabel P.A., Hinsch C. (2016) Elements of strategic social media marketing: A holistic framework. Journal of Business Research, 70, 118- 126.<br>• Lay, J. R. (2014) Digital Personas. Credit Union Management, 3, 34-37.<br>• Web Analytics Association (2008). Web Analytics Definitions. |

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| **Day 4**<br>(Thursday, 21st November, 2019) | **Branding in the digital environment**<br>Shift of power from brands to consumers; Digital brand positioning; Customer engagement; Anti-Branding | • Erdem, T., Keller, K.L., Kuksov, D., Pieters, R. (2016) Understanding branding in a digitally empowered world. International Journal of Research in Marketing, 33(1), 3-10.<br>• Kohli, C., Suri, R., & Kapoor, A. (2015). Will social media kill branding?. Business Horizons, 58, 35-44.<br>• Krishnamurthy, S., Umit Kucuk, S. (2009) Anti-branding on the internet. Journal of Business Research, 62, 1119-1126.<br>• Rydén, P., Kottika, E., Hossain, M., Skare, V., Morrison, A. M. (2019). Threat or treat for tourism organizations? The Copenhagen Zoo social media storm. International Journal of Tourism Research, 1-12. |
| **Day 5**<br>(Friday, 22nd November, 2019) | **Content strategy & Search-engine optimization (SEO)**<br>Choosing relevant content types; Content development; User-generated content; On-site & off-site SEO | • Rowley, J. (2008) Understanding digital content marketing. Journal of Marketing Management, 24(5-6), 517-540.<br>• Holliman, G., Rowley, J. (2014) Business to business digital content marketing: marketers' perceptions of best practice. Journal of Research in Interactive Marketing, 8(4), 269-293. |
| **Day 6**<br>(Monday, 25th November 2019) | **Viral marketing & Storytelling**<br>Benefits of viral marketing & storytelling; Viral content development and deployment; Digital word-of-mouth; Crafting stories in the social media context | • Gensler, S., Völckner, F., Liu-Thompkins, Y., Wiertz, C. (2013) Managing Brands in the Social Media Environment. Journal of Interactive Marketing, 27, 242–256.<br>• Pulizzi, J. (2012) The Rise of Storytelling as the New Marketing. Publishing Research Quarterly, 28, (2), 116-123.<br>• Kaplan, A. M., Haenlein, M. (2011) Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. Business Horizons, 54, 253-263.<br>• Berger, J., Milkman, K. M. (2011) What Makes Online Content Viral?, Journal of Marketing Research, 49, 192-205. |
| **Day 7**<br>(Tuesday, 26th November 2019) | **Developing and managing digital and social media presence**<br>Choosing relevant digital and social media platforms; Designing user experience; Content distribution; Managing interactions; Native advertising | • Shobeiri, S., Mazaheri, E., Laroche, M. (2014) Improving customer website involvement through experiential marketing, The Service Industries Journal, 34(11), 885-900.<br>• Parise, S., Guinan, P.J., Kafka, R. (2016). Solving the crisis of immediacy: How digital technology can transform the customer experience. Business Horizons, 59, 411-420. |
| **Day 8**<br>(Wednesday, 27th November 2019) | **The interplay between social media marketing and other digital marketing communication activities**<br>PPC advertising; Display advertising; Direct e-mail and newsletters | • Taylor, C. R. (2009) The Six Principles of Digital Advertising. International Journal of Advertising, 28 (3), str. 411-418.<br>• Gupta, S. (2013) For Mobile Devices, Think Apps Not Ads. Harvard Business Review. March 2013, 71-75. |
| **Day 9**<br>(Thursday, 28th November, 2019) | **COURSE PROJECT PRESENTATIONS** | |
| **Final exam**<br>(Thursday, 5th December, 2019) | **FINAL EXAM** | |

**Self-study and assessment**

| Assignment | Number of self-study hours | Percentage of the total grade,% |
|---|---|---|
| Course project | 50 | 40 |
| Final exam | 74 | 60 |
| **Total** | **124** | **100** |

**Assignments and evaluation**

Assessment for this course will have two components:

1. **Course project: Social Media Marketing Strategy (40%)**
   Student will work in teams and their task will be to develop and present a social media marketing strategy for a given company/organization/cause. Social media marketing strategy has to deal with the following issues: analysis of current social media use by the company/organization/cause; social media marketing goals setting; development of digital consumer personas; choosing relevant social media platforms; writing guidelines for content development and social media presence management. Detailed course assignment guidelines will be provided during the first lecture day.

2. **Written final exam (60%)**
   The exam is based on the required readings. It will consist of multiple choice questions and essay questions.

**Re-take of the exam**

In case of a negative final grade, students are allowed a retake. It will cover all course materials. The weight of the retake is 60% of the final cumulative grade. Course project cannot be retaken.

**Teaching methods and active participation**

The course will utilize a combination of teaching methods including lectures, in-class discussions, workshops, student presentations and readings. Student participation and interaction are highly encouraged and expected. **Class attendance is mandatory (minimum 7 out of 9 lecture days).**

**Course readings** (Note: additional readings will be announced during lectures)

- Berger, J., Milkman, K. M. (2011) What Makes Online Content Viral?, Journal of Marketing Research, 49, 192-205.
- Constantinides, E. (2014) Foundations of Social Media Marketing. Procedia - Social and Behavioral Sciences, 148, 40-57.
- Corcoran, S. (2009) Defining Earned, Owned and Paid Media. Forrester Blogs.
- Court, D., Elzinga, D., Mulder, S. , Vetvik, O. J. (2009). The consumer decision journey. McKinsey Quarterly, 3, 1-11.
- Deighton, J., Kornfeld, L. (2009) Interactivity's Unanticipated Consequences for Marketers and Marketing, Journal of Interactive Marketing, 23(1), 4-10.
- Edelman, D. C., Singer, M. (2015) Competing on Customer Journeys. Harvard Business Review, November Issue.
- Erdem, T., Keller, K.L., Kuksov, D., Pieters, R. (2016) Understanding branding in a digitally empowered world. International Journal of Research in Marketing, 33(1), 3-10.
- Felix, R., Rauschnabel P.A., Hinsch C. (2016) Elements of strategic social media marketing: A holistic framework. Journal of Business Research, 70, 118-126.
- Gensler, S., Völckner, F., Liu-Thompkins, Y., Wiertz, C. (2013) Managing Brands in the Social Media Environment. Journal of Interactive Marketing, 27, 242-256.
- Gupta, S. (2013) For Mobile Devices, Think Apps Not Ads. Harvard Business Review, March 2013, 71-75.
- Holliman, G., Rowley, J. (2014) Business to business digital content marketing: marketers' perceptions of best practice. Journal of Research in Interactive Marketing, 8(4), 269-293.
- Kaplan, A. M., Haenlein, M. (2011) Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. Business Horizons, 54, pgs. 253-263.
- Kohli, C., Suri, R., & Kapoor, A. (2015). Will social media kill branding?. Business Horizons, 58, 35-44.

- Krishnamurthy, S., Umit Kucuk, S. (2009) Anti-branding on the internet. Journal of Business Research, 62, 1119-1126.
- Lay, J. R. (2014). Digital Personas. Credit Union Management, 34-37.
- Parise, S., Guinan, P.J., Kafka, R. (2016). Solving the crisis of immediacy: How digital technology can transform the customer experience. Business Horizons, 59, 411-420.
- Pay, K. (2015) Leveraging psychology in digital marketing. Marketo.
- Pulizzi, J. (2012) The Rise of Storytelling as the New Marketing. Publishing Research Quarterly, 28, (2), 116-123.
- Rowley, J. (2008) Understanding digital content marketing. Journal of Marketing Management, 24(5-6), 517-540.
- Rydén, P., Kottika, E., Hossain, M., Skare, V., & Morrison, A. M. (2019). Threat or treat for tourism organizations? The Copenhagen Zoo social media storm. International Journal of Tourism Research, 1-12.
- Shobeiri, S., Mazaheri, E., Laroche, M. (2014) Improving customer website involvement through experiential marketing, The Service Industries Journal, 34(11), 885-900.
- Stokes, R. and The Minds of Red&Yellow (2017) eMarketing: The essential guide to marketing in a digital world, 6th Edition (beta). Red & Yellow. [available online: https://www.redandyellow.co.za/textbook/]
- Taylor, C. R. (2009) The Six Principles of Digital Advertising. International Journal of Advertising, 28(3), 411-418.
- Tiago, M.T.P.M.B., Verissimo, J.M.C. (2014) Digital marketing and social media: Why bother? Business Horizons, 57, 703-708.
- Van Bommel, E., Edelman, D., Ungerman, K. (2014). Digitizing the consumer decision journey. McKinsey &Company.
- Web Analytics Association (2008). Web Analytics Definitions.

Course readings will be provided in the course webpage e-learning platform alongside with the modules' handouts (slides). All the material will not be covered in detail during the modules but will provide a basis for in-class discussions.

**Additional suggested reading**

- Chaffey, D., Smith, P.R. (2017) Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, 5th Edition. Routledge.
- Tuten, T.L., Solomon, M.R. (2014) Social Media Marketing, 2nd Edition. SAGE Publications Ltd.