

DIGITAL MARKETING

Course code	<i>MNG234</i>
Compulsory in the programmes	<i>Business Management and Marketing</i>
Level of studies	<i>Undergraduate</i>
Number of credits	<i>6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)</i>
Course coordinator (title and name)	<i>Prof. dr. Monika Mačiulienė</i>
Prerequisites	-
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

The course aims at providing balanced and well-designed training in the principles of digital marketing. The syllabus is 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 and executing a digital marketing strategy by employing the major online channels.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES, ASSESSMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. The student is able to explain and apply the key terms, definitions and concepts relating to digital and social marketing.	BLO1.1.	Exam	Lectures
CLO2. The student can analyze and discuss the trends and critical issues brought on by digital technologies and how it affects business.	BLO1.2. BLO4.1. BLO4.2.	Written reports, discussion assignments	Lectures, workshops, trends
CLO3. The students are able to identify the best tools to manage and measure the performance of social and digital media content and campaigns	BLO3.2.	Written reports, discussion assignments	Lectures, workshops
CLO4. The student can build an actionable digital strategy that aligns with organizational goals based on consumer and market insights.	BLO4.3.	Written reports	Lectures, discussions, case studies
CLO5. The students can assess the ethical and legal environment in which social and digital media operates.	BLO2.1.	Written reports, discussion assignments	Case studies
CLO6. The students can understand the principles of engaging content for different social and digital media channels.	BLO3.1. BLO4.3.	Written reports, discussion assignments	Lectures, workshops

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings*
1. Foundations of digital and social marketing.	4	[2] Chapter 1
2. Strategic approach to digital and social. Online research.	4	[2] Chapter 4
3. Digital marketing funnel.	4	[2] Chapter 5
4. Digital brand experience design.	4	[1] Chapter 15
5. Choosing social and digital options for target, message and idea.	4	[1] Chapter 16
6. Visuals on digital and social media.	4	[1] Chapter 5
7. Digital copywriting. Principles of persuasion.	4	[1] Chapter 9
8. Advertising on social.	4	[1] Chapter 13
9. Influencer marketing.	4	[2] Chapter 12
10. Search and display advertising ecosystems.	6	[1] Chapter 8, 11
11. Ethics in digital landscape.	4	[2] Chapter 15
Pre-exam discussion & review of key course material.	2	
	Total: 48 hours	
CONSULTATIONS	6	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 70%</i>	
Discussion assignments	25
Written assignments	45
<i>Individual Components 30%</i>	
Final exam	30
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Final exam. The final exam covers material from topics 1-11 (including the required reading). The exam will consist of multiple-choice and open-ended questions and be given in class according to the schedule. Note that questions are comprehension and application, so you must know the definition, but also know how concepts are applied in real marketing situations.

Written assignments. Written assignments apply concepts learned in the course text, lessons, articles, and cases. The following is a list of the writing assignment topics:

A1 – Brand Summary and Social Analysis: Research a brand and product/service that you believe is either in need of a social media marketing plan or that could improve or expand upon their current efforts. Write a summary of their history, business objective, current situation and marketing, define the target audience, perform a social media audit, and report results and insights gained.

A2 – Big Idea and Social Channels: Gather consumer research (primary, secondary, social media usage) to uncover an insight that leads to a social media big idea that integrates with traditional marketing. Select social channels that fit target audience and big idea and use the social media story template to plan out big idea content.

A3 – Final Social Media Plan Report: Add social media beyond marketing, provide examples of social content for the big idea in each social channel selected. Include a content calendar, and social media metrics with KPIs for each channel to support social media objectives. Collect all previous information into a final social media plan report.

A4 – Hootsuite Platform Certification: This assignment requires you to earn the Hootsuite Platform Certification by the end of the semester through Hootsuite's Student Program. You receive an online certificate and are added to Hootsuite Certified Professionals Directory. (Can choose to use other social media monitoring software and certifications)

Discussion assignments. This is where exploratory learning happens and ideas and perspectives can be presented beyond the readings and assignments. The discussion questions will be presented for each class based on case studies. Opinions and arguments must be supported with citations to readings, research and relevant examples. In an online semester, discussion will happen in posts and comments on the eLearning system. In an on-campus semester, discussions will happen during the seminars.

REQUIRED READINGS

[1] Stokes (2018) eMarketing - the essential guide to marketing in a digital world. Red&Yellow. Uploaded on eLearning system and available for free download [here](#).

[2] Quesenberry (2020) Social Media Strategy 3rd edition.

[3] Hootsuite Student Academy 'Social Marketing training'

ADDITIONAL READINGS

*The landscape of digital marketing is changing rapidly, so *additional resources* will be added to your eLearning system during the semester. Some examples: [4] Irrational consumption: How consumers really make decisions ([McKinsey](#)); [5] Guide to principles of persuasion ([Hubspot](#)); [6] Omni-channel customer experience ([McKinsey](#)); [7] Building Customer Journey Maps ([CXL](#)); [8] Creating a Social Media Measurement Plan ([PCM](#)); [9] Marketing technology explained ([Martech Alliance](#)); [10] From commonplace to contagious ([Think with Google](#)); [11] Micro-Moments: Your Guide to Winning the Shift to Mobile ([Think with Google](#)).

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](#)

ADDITIONAL REMARKS

Self-study. The large component of the class is based on self-study. The lectures are there only to guide you. The responsibility to study and advance in the subject rests with you as a student.

Participation. Your participation will be evaluated based on the individual/group assignments you submit on eLearning system and peer-evaluation.

Deadlines. All assignments must be submitted at the specified day and time and late submissions will not be accepted.

Ethics. The strength of the university depends on academic and personal integrity. In this course, you must be honest and truthful. Ethical violations include cheating on exams, plagiarism, reuse of assignments, improper use of the Internet and electronic devices, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty and unfair competition.

Email communication. Email (monmac@faculty.ism.it) is a great way to contact me. I will respond to most within 24-48 hours. Please follow the standards of professional communication.