



DIGITAL MARKETING

Course code	<i>MNG234</i>
Course title	<i>Digital Marketing</i>
Type of course	<i>Elective</i>
Stage of study	<i>Undergraduate</i>
Department in charge	<i>Undergraduate school</i>
Year of study	<i>3rd</i>
Semester	<i>Spring</i>
ECTS	<i>6 credits: 48 hrs. class work, 112 individual work hours, 2 hours of consultations.</i>
Coordinating lecturer	<i>dr. Monika Mačiulienė, monmac@faculty.ism.lt</i>
Studies form	<i>Daytime</i>
Prerequisites	-
Language of instruction	<i>English</i>

Course description

At the heart of marketing lies the consumer and their journey through the stages of awareness, intent, conversion and retention. In this elective course, we will learn how digital and new rules of media have transformed the interactions between businesses and consumers along this journey. The course is designed to get students to think like digital marketing professionals, to establish the habits for keeping up to date on emerging digital technologies and to provide the experience with industry-relevant assignments.

Course aim

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.

Course learning outcomes (OLC)	Study methods	Assessment methods
OLC 1. The student is able to explain and apply the key terms, definitions and concepts relating to digital marketing.	Lectures, independent studies, seminars, case studies	Seminar participation, presentations, exam
OLC 2. The student can analyse and discuss the trends and critical issues brought on by digital technologies and how it affects business.	Lecture, independent studies, discussions, case studies	Seminar participation, presentations, exam
OLC3. The student is able to work in a team, to present work results in written or oral form and to argue decisions.	Group homework, in-class group activities	Group project, presentations
OLC4. The student can understand the measures allowing to evaluate the digital marketing effectiveness	Lecture, independent studies, discussions, case studies	Seminar participation, presentations, group project, exam
OLC5. The student can build an actionable digital strategy that aligns with organizational goals based on consumer and market insights.	Lecture, problem-solving, group homework, seminar, self-study	Group project

Quality management

The quality of the course is assured by diverse set of teaching methods, interim knowledge assessment, updated and relevant learning materials and mix of individual and group in-class assignments.

Cheating prevention

Individual tasks assigned for homework, individual testing and group workshops are forms to prevent cheating. The ISM regulations on academic ethics, including cheating (see: *ISM regulations*) are fully applied in the course during the entire semester.

Course content

Week	Topic	Course hours		Reading
		Theory	Practice	
1	Digital marketing trends; Foundations of digital world; How digital transformations of changing marketing	2	-	Chapter 1 + [2]
2	Understanding the psychology of digital customers and their buying behaviour; Customer personas; Influential Digital Subcultures.	2	3	Chapters 2&3
3	Digital marketing funnel: from awareness to advocacy; Omni-channel perspective; Managing the Customer Journey	2	3	Chapters 4&7 + [3]
4	Digital marketing strategy; marketing productivity metrics	2	3	Chapter 6
5	Content marketing for brand curiosity. Inbound marketing. Content promotion and distribution.	2	3	Chapter 8
6	Mid-term exam			
7	Digital storytelling and principles of contagiousness. The role of content in user experience.	2	2	Chapter 9
8	Social media landscape and channels. Intro to social media advertising.	2	3	Chapter 10
9	Social media & Influencer marketing. Developing personal brand online.	2	3	Chapter 11
10	Search and display advertising ecosystems. How search works. Keywords. On-Site and Off-Site SEO. SEM: Adwords & Keyword Selection.	2	3	Chapter 5
11	Direct marketing: Email & Mobile	2	1	Chapter 11
12	Presentation of the consulting project results Pre-exam discussion & review of key course material	0	4	-
TBA	Final exam			
		20	28	Total

Assessment methods

Assignment	Total hours	Final grade, %
Participation & Professionalism In Seminar Activities	15	15%
Group Project: Design Of Social Media Campaign	48	35%
Mid-Term Exam	20	20%
Final Exam	30	30%
Total:	112	100%

Participation & professionalism in seminar activities (15%). Most of the seminars will be dedicated to working on the semester long group project. Hence, active participation in seminar activities will affect your final grade. In addition, every week 2-3 students are required to present 2 news items in the field of digital marketing. This will enable the group to keep updated outlook to ever changing scene of digital media.

Group project: Design of Social Media Campaign (35%). In this semester long project, you will work in a team of approximately five (5) to develop a social media campaign in response to a creative brief. The creative brief will require you to undertake research, design, implement and evaluate a social media strategy for a new social media account to promote given subject. There will be opportunities to further refine this topic and the focus of your team's campaign as you work through this assignment. Teams will be allocated in Week 2. Students failing to form groups will be grouped by the lecturer. In case of serious reasons, students may be allowed to switch with a member of another group. Each team will have Team Leader who is responsible for submitting the group components of this assignment. There are two 4 parts to this project: (1) social media audit worth 20%; (2) social media content strategy; (3) publishing your social media content (worth 30%) and (3) campaign evaluation + reflection (worth 20%). Detailed guidelines for the project and presentation will be provided during the week 1.

Mid-term exam (20%). The midterm exam covers material from weeks 1-5 including the required readings. The midterm will be closed book and closed note.

Final exam (30%). The final exam covers material from weeks 7 to 12 including the required readings. The final will be closed book and closed note.



For extra credit, you can complete Hootsuite Social Marketing Training Certification (+10% to the final grade). Please contact the lecturer for more information.

The final grade for the course is calculated according to the accumulative formula as indicated in the Guidelines for the Bachelor Studies at ISM. Negative grades (below 5) are not included into the accumulative grading system. The individual and group work evaluations are of accumulative origin with respect to the final evaluation taking into account only positive evaluations of each assignment. Students who receive a failing final grade shall have the right to re-take the exam during the re-sit week, which will comprise 60% of the final grade and will include all semester material.

Additional remarks

Attendance and participation in the seminars is strongly recommended however not obligatory.

Class notes and assignments will be prepared for each class and available for downloading after the respective class session. The class notes (slides) are the intellectual property of teaching instructor. Students may not distribute or duplicate these notes without his written consent.

Deadlines. All assignments must be submitted at the specified day and time and late submissions will not be accepted. If you are absent the day an assignment is due, the assignment is still due at the specified day and time. True medical or family emergencies will be dealt with on a case-by-case basis.

Problems with group work. Where group work is set and a group is experiencing difficulties, the students should approach their tutor to try to resolve these differences. The tutor will counsel the group, or individuals from the group, on the procedures open to them to resolve group problems (the problem should be raised prior to the work being completed or handed in).

Reading materials and additional resources

Additional reading resources for each subject will be provided during the semester. The shifts in digital marketing are sudden, hence the resources have to be updated constantly.

Required reading:

- [1] TEXTBOOK: Kotler, Kartajaya & Setiawan. Marketing 4.0: Moving from Traditional to Digital. Wiley, 2017, ISBN: 978-1-119-34120-8.
- [2] Digital McKinsey "[The next-generation operating model for the digital world](#)"
- [3] Digital McKinsey "[More than digital plus traditional: A truly omnichannel customer experience](#)"
- [4] HBR article "[AI Meets the Reputation Economy](#)"

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