



DIGITAL MARKETING & ANALYTICS

COURSE SYLLABUS **INSTRUCTOR: ANDREAS MUNZEL**

COURSE IN BRIEF

From outbound to inbound marketing and challenges related to social media, the marketer faces major shifts in a connected and data-rich world, in which boundaries between online and offline channels tend to disappear. With a focus on data, students will develop skills to activate digital marketing initiatives successfully. Furthermore, students will adopt an analytical perspective and compute digital marketing metrics and effectiveness and show impact on the firm's business' bottom line.

COURSE LEARNING GOALS

During the course you will develop and acquire abilities to:

- Explain the concepts and strategies of outbound (paid), inbound (owned) and social media (earned) marketing;
 - Highlight and evaluate the importance of the metrics marketers use to measure digital marketing performance;
 - Calculate and optimize a company's marketing efforts via search ads;
 - Embrace some of the latest academic research on discussed topics;
 - Apply the concepts through several in-class case studies and the analysis of a real-life case study.
 - Prepare leading metrics and KPIs for digital marketing analytics and link them to the firm's financial metrics.
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TOPICS COVERED IN THE COURSE

Digital Marketing
Digital Marketing Metrics and Analytics
Big Data
Inbound Marketing and Search Engine Optimization
Outbound Marketing (Search Engine Advertising, Display Ads, Video Ads)
Social Media Marketing

COURSE DESCRIPTION

The course will be delivered as an online course via the platform courses.andreasmunzel.com. Concise instructions to register and access the course will be provided in the beginning of the term.

The online course is organized in 16 lessons including:

- Course videos: the videos have an approximate average duration of 35 minutes per lesson, explain the main concepts, and guide the student through the online course.
- Course materials: course notes and potential additional course materials will be provided in the lessons and can be downloaded by the student.
- Exercises and quizzes: for several lessons, students will need to answer quizzes or short exercises.
- Real-life case study: in addition to the lessons, students will work on a case study in small groups.

In addition to the individual, self-paced course progression through video lessons, quizzes, and exercises, the instructor offers live coaching sessions (via Zoom) on the class and team-level for the case study work. Team-level coaching sessions should be initiated by the students.

COURSE OUTLINE

Welcome Session General course overview, discussion of learning outcomes.
[face-to-face session] Introduction and instruction to the case study "Air France Internet Marketing".

1. Introduction: Challenges for Marketing in the Digital Era

[self-paced online video sessions]

Session 1.1	Is (Digital) Marketing Broken?
Session 1.2	Developing a Value System
Session 1.3	Challenges and Media Types

2. Data - Big, Small, and Financial: Analytics and Accountability as Opportunities and Imperatives

[self-paced online video sessions including quizzes and essays]

Session 2.1	Big Data - More, Messy, Useful?
Session 2.2	Leading with Data
Session 2.3	Marketing Accountability and Finance <i>Includes two exercises: Finance for Marketers - Netflix and Amazon, Marketing Return on Investment</i>

3. Outbound and Inbound Marketing: Management and Measurement of Paid and Owned Media

[self-paced online video sessions including quizzes]

Session 3.1	Outbound Marketing: Search Ads <i>Includes three exercises: Search Ads – Ad Rank and Actual Cost per Click, Search Ad Effectiveness, Cost per Impression (CPI) – Cost per Click (CPC) – Cost per Order (CPO)</i>
Session 3.2	Outbound Marketing: Display Ads
Session 3.3	Outbound Marketing: Video Ads
Session 3.4	Inbound Marketing
Session 3.5	Chapters 1, 2, and 3 Wrap-Up: Discussions <i>[face-to-face session]</i>

4. Social Side of Digital Marketing: From Social Listening to Managing Social Media

[self-paced online video sessions including quizzes]

Session 4.1	Social Listening
Session 4.2	Leveraging Social Media
Session 4.3	Measuring Social Media <i>Includes two exercises: Social Media Ad Effectiveness, Online Word-of-Mouth</i>

Conclusion: Outlook on Current and Future Challenges

[self-paced online video sessions]

Session 5.1	Digital Marketing Accountability and Analytics: Convincing Stakeholders
Session 5.2	Outlook
Session 5.3	Chapters 4 and 5 Wrap-Up <i>[face-to-face session]</i> General conclusion of the course

COURSE MATERIALS

The instructor will provide all course materials via the instructor’s online course platform. Correspondingly, provided lecture notes (i.e., presentation slides) should not be regarded as all that is necessary to understand digital marketing and communication concepts and implement the methods.

To successfully achieve the learning outcomes, the course was carefully designed to help the student navigate through the different concepts. Participation in exercises and quizzes as well as the viewing of the course videos are mandatory.

Recommended texts for the course include:

- BENDLE, N.T., FARRIS, P.W., PFEIFER, P.E., & REIBSTEIN, D.J. (2016). Marketing Metrics - The Definitive Guide to Measuring Marketing Performance. Third edition, Pearson, Upper Saddle River.
- CHAFFEY, D. & SMITH, P.R. (2013), Emarketing Excellence - Planning and Optimizing Your Digital Marketing, 4th edition, Routledge, New York, NY.
- JEFFEREY, M. (2010): Data-Driven Marketing - The 15 Metrics Everyone in Marketing Should Know, John Wiley & Sons, Hoboken.

- MUNZEL, A., PALLUD, J., & PLOTKINA, D. (2019): The customer's voice: Toward new listening tools, in: G. N'Goala, V. Pez-Perard, & I. Prim-Allaz (Eds.): *Augmented Customer Strategy*, Wiley-ISTE.
 - STRAUSS, J., FOX, A.K., & FROST, R. (2019), *E-Marketing*, 8th edition, Routledge, New York, NY.
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COURSE PERFORMANCE EVALUATION

Exercises, quizzes and video progression (30%): the student's individual work throughout the lessons (videos progression, exercises, quizzes) will be graded for completeness and quality of submitted responses.

Case study report (60%): students will work in small groups on an in-depth analysis of a case study on a firm's search digital marketing efforts.

Peer evaluation (10%): students will grade fellow team members according to their individual contribution to the team's work on the case study.

EXPECTATIONS

- Students are expected to intensively go through the online course including videos, course materials, and exercises/quizzes.
- Should questions come up, it is expected that students first discuss with their fellow students enrolled in the course to clarify open questions before contacting the instructor.
- The course organization into lessons enables the student to subjectively pace the learning experience and adapt learning to the student's personal organization. Several milestones will be defined and presented in the Welcome session. All lessons should be successfully finished, including all exercises, and quizzes before the end of the semester.