



DIGITAL MARKETING & COMMUNICATION

COURSE SYLLABUS

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;
 - 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
Social Listening

COURSE DESCRIPTION

The course will be organized in a hybrid way and combine face-to-face and online sessions. The online sessions part will be delivered through the instructor's platform courses.andreasmunzel.com. Concise instructions to register and access the course will be provided in the beginning of the term.

The course is organized in lessons including:

- Face-to-face sessions for highly interactive learning and discussions of the course content.
- 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.

COURSE OUTLINE

Welcome Session General course overview, discussion of learning outcomes.
[face-to-face session]

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
Includes two exercises: Finance for Marketers - Netflix and Amazon, Marketing Return on Investment

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
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)
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
[face-to-face session]

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

Includes two exercises: Social Media Ad Effectiveness, Online Word-of-Mouth

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 & 5 Wrap-Up: Discussions

[face-to-face session] 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.

COURSE PERFORMANCE EVALUATION

Exercises, quizzes and video progression (100%): the student's individual work throughout the lessons (videos progression, exercises, quizzes) will be graded for completeness and quality of submitted responses.

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.