

DEREE COLLEGE SYLLABUS FOR: MK 4104 DIGITAL AND SOCIAL MEDIA MARKETING

(Updated Fall 2021)

**UK LEVEL6
UK CREDITS:15
US CREDITS: 3/0/3****PREREQUISITES:**MK 2030 Introduction to Marketing **or**
MK 2030 Fundamentals of Marketing**CATALOG
DESCRIPTION:**

Study of marketing on the Internet; how marketers can take advantage of the opportunities made possible by digital platforms such as websites, search (paid and organic), mobile and social media.

RATIONALE:

The Internet and digital technology change fundamentally the way people around the world consume, produce, communicate and play. The Internet leads to new ways of thinking about time and distance. It creates new markets and it opens up new distribution channels. While it is clear that digital marketing and social media will not entirely replace offline marketing activities, it is equally clear that the interactivity and individuality afforded by the Internet allows marketers to create marketing synergies and rethink their business strategy through digitalization.

LEARNING OUTCOMES:

On successful completion of the module, the student should be able to:

1. Critically evaluate different business approaches deriving from information technology and new media developments through digitization on the four elements of the marketing mix (Product, Price, Place, and Promotion).
2. Select the elements that contribute to an effective digital content in designing, maintaining and monitoring the marketing activity in the new media.
3. Design appropriate online marketing strategies using digital platforms.

**METHOD OF TEACHING AND
LEARNING:**

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Class lectures, class participation and discussions of cases (case analyses).
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns, and see their exam papers.
- Use of Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources

ASSESSMENT:**Summative:**Project Individual 2,250-
2,750 wordsLive Assessment
Project**40%**

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| | <table border="1" data-bbox="639 100 1414 170"> <tr> <td data-bbox="639 100 997 170">Final Examination (2-hour, comprehensive) maximum</td> <td data-bbox="997 100 1284 170">Essay-type questions</td> <td data-bbox="1284 100 1414 170">60%</td> </tr> </table> <p data-bbox="639 170 1414 201">Formative:</p> <table border="1" data-bbox="639 201 1414 300"> <tr> <td data-bbox="639 201 997 300">Course work</td> <td data-bbox="997 201 1284 300">Case discussion, assignments, "diagnostic" test</td> <td data-bbox="1284 201 1414 300">0%</td> </tr> </table> <p data-bbox="639 331 1455 394">The formative course work aims to prepare students for the examination.</p> <p data-bbox="639 394 1455 426">The project tests Learning Outcomes 2, 3.</p> <p data-bbox="639 426 1455 489">The final examination tests Learning Outcomes 1, 2. With emphasis placed on 1.</p> <p data-bbox="639 527 1455 558">Students are required to resit failed assessments in this module.</p> | Final Examination (2-hour, comprehensive) maximum | Essay-type questions | 60% | Course work | Case discussion, assignments, "diagnostic" test | 0% |
| Final Examination (2-hour, comprehensive) maximum | Essay-type questions | 60% | | | | | |
| Course work | Case discussion, assignments, "diagnostic" test | 0% | | | | | |
| <p data-bbox="196 657 500 688">INDICATIVE READING:</p> | <p data-bbox="639 590 951 621">REQUIRED TEXTBOOK:</p> <p data-bbox="639 653 1455 716">Frost, R., Fox, A.K. and Strauss, J. (2019), <i>E-Marketing</i>, 8th edition, Routledge.</p> <p data-bbox="639 747 1000 810">RECOMMENDED READING: <u>BOOKS</u></p> <p data-bbox="639 842 1455 905">Chaffey, D. and Ellis-Chadwick, F. (2019), <i>Digital marketing</i>, 7th edition, Pearson.</p> <p data-bbox="639 936 1455 999">Kingsnorth, S. (2019), <i>Digital Marketing Strategy: An integrated approach to online marketing</i>, Kogan Page Publishers.</p> <p data-bbox="639 1031 776 1062"><u>ARTICLES</u></p> <p data-bbox="639 1062 1455 1157">Appel, G., Grewal, L., Hadi, R. and Stephen, A. T. (2020), "The future of social media in marketing", <i>Journal of the Academy of Marketing Science</i>, Vol. 48, pp. 79-95</p> <p data-bbox="639 1188 1455 1314">Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J. and Goodman, S. (2019), "Social media engagement behavior: A framework for engaging customers through social media content", <i>European Journal of Marketing</i>, Vol. 53, No. 10, pp. 2213-2243.</p> <p data-bbox="639 1346 1455 1440">Kanuri, V. K., Chen, Y. and Sridhar, S. (2018), "Scheduling content on social media: Theory, evidence, and application", <i>Journal of Marketing</i>, Vol. 82, No. 6, pp. 89-108.</p> <p data-bbox="639 1472 1455 1598">Lamberton, C. and Stephen, A. T. (2016), "A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry", <i>Journal of Marketing</i>, Vol. 80, No. 6, pp. 146-172.</p> <p data-bbox="639 1629 1455 1787">Piehler, R., Schade, M., Kleine-Kalmer, B. and Burmann, C. (2019), "Consumers' online brand-related activities (COBRAs) on SNS brand pages: An investigation of consuming, contributing and creating behaviours of SNS brand page followers", <i>European Journal of Marketing</i>, Vol. 53, No. 9, pp. 1833-1853.</p> <p data-bbox="639 1818 1455 1881">Schneider, P. J. and Zielke, S. (2020), "Searching offline and buying online—An analysis of showrooming forms and segments",</p> | | | | | | |

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| | <p><i>Journal of Retailing and Consumer Services</i>, Vol. 52, 101919.</p> <p>Steinhoff, L., Arli, D., Weaven, S. and Kozlenkova, I. V. (2019), "Online relationship marketing", <i>Journal of the Academy of Marketing Science</i>, Vol. 47, No. 3, pp. 369-393.</p> <p>Tong, S., Luo, X. and Xu, B. (2020), "Personalized mobile marketing strategies", <i>Journal of the Academy of Marketing Science</i>, Vol. 48, pp. 64-78.</p> |
| INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.) | N/A |
| COMMUNICATION REQUIREMENTS: | Written term paper should be submitted in Word using appropriate terminology |
| SOFTWARE REQUIREMENTS: | Word, Excel, PowerPoint |
| WWW RESOURCES: | www.ama.com www.alex.com www.google.com www.clickz.com www.marketingweek.co.uk |
| IINDICATIVE CONTENT: | <ol style="list-style-type: none"> 1. Introduction to Digital and Social Media Marketing 2. Strategic E-Marketing 3. Metrics and analytics 4. The Internet consumer 5. The Internet and the Marketing Mix 6. Ethical, social and legal issues 7. Customer Relationship Management 8. New Media (online and mobile marketing, social media) 9. Developing and maintaining effective Web sites |