

UK LEVEL (appropriate only for validated courses): 6
UK CREDITS: 15

(Updated: Spring 2023)

PREREQUISITES:	MK2030 Introduction to Marketing or MK2030 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. Successful completion of the module leads to the internationally recognised Digital Marketing Institute (DMI) certification.
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 digitalisation. Digital Marketing Institute certification: develops students' digital skills and prepares them for a career in digital marketing. The certification allows students to enhance their practical skills in making use of digital platforms for designing digital content and formulating digital marketing strategies.
LEARNING OUTCOMES:	<p><i>As a result of taking this course, the student should be able to:</i></p> <ol style="list-style-type: none"> 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:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> • Lectures and class discussions. • Homework assignments. • Office hours held by the instructor to provide further assistance to students. • Use of library facilities for further study and preparation for the exams • Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment

	<p>instruction, timely announcements, formative quizzes and online submission of assignments.</p> <ul style="list-style-type: none"> • Use of digital platforms for designing digital content and formulating digital marketing strategies. 						
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>1st assessment: Individual project 2,250-2,750 words; live assessment</td><td>40%</td></tr> <tr> <td>Final assessment: Final Examination (2-hour, comprehensive); essay-type questions</td><td>60%</td></tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>Coursework, case discussion, assignments, “diagnostic” test</td><td>0%</td></tr> </table> <p>The formative coursework aims to prepare students for the summative assessments. The 1st assessment tests Learning Outcomes 2, 3. The final assessment tests Learning Outcomes 1, 2. With emphasis placed on 1. The final grade for this module will not be determined through grade averaging. Students are required to resit any failed assessments.</p>	1 st assessment: Individual project 2,250-2,750 words; live assessment	40%	Final assessment: Final Examination (2-hour, comprehensive); essay-type questions	60%	Coursework, case discussion, assignments, “diagnostic” test	0%
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Final assessment: Final Examination (2-hour, comprehensive); essay-type questions	60%						
Coursework, case discussion, assignments, “diagnostic” test	0%						
INDICATIVE READING:	<p>REQUIRED READING: Frost, R., Fox, A.K. and Strauss, J. (2019), E-Marketing, 8th edition, Routledge</p> <p>RECOMMENDED READING: BOOKS</p> <p>Chaffey, D. and Ellis-Chadwick, F. (2019), Digital marketing, 7th edition, Pearson.</p> <p>Kingsnorth, S. (2019), Digital Marketing Strategy: An integrated approach to online marketing, Kogan Page Publishers.</p> <p>ARTICLES</p> <p>Appel, G., Grewal, L., Hadi, R. and Stephen, A. T. (2020), “The future of social media in marketing”, Journal of the Academy of Marketing Science, Vol. 48, pp. 79-95.</p> <p>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”, European Journal of Marketing, Vol. 53, No. 10, pp. 2213-2243.</p> <p>Kanuri, V. K., Chen, Y. and Sridhar, S. (2018), “Scheduling content on social media: Theory, evidence, and application”, Journal of Marketing, Vol. 82, No. 6, pp. 89-108.</p> <p>Lamberton, C. and Stephen, A. T. (2016), “A thematic exploration of digital, social media, and mobile marketing: Research evolution from</p>						

	<p>2000 to 2015 and an agenda for future inquiry, Journal of Marketing, Vol. 80, No. 6, pp. 146-172.</p> <p>Piehl, 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, European Journal of Marketing, Vol. 53, No. 9, pp. 1833-1853.</p> <p>Schneider, P. J. and Zielke, S. (2020), "Searching offline and buying online—An analysis of showrooming forms and segments", Journal of Retailing and Consumer Services, Vol. 52, 101919.</p> <p>Steinhoff, L., Arli, D., Weaven, S. and Kozlenkova, I. V. (2019), "Online relationship marketing", Journal of the Academy of Marketing Science, Vol. 47, No. 3, pp. 369-393.</p> <p>Tong, S., Luo, X. and Xu, B. (2020), "Personalized mobile marketing strategies", Journal of the Academy of Marketing Science, Vol. 48, pp. 64-78.</p> <p>Other sources, including journal and newspapers' articles, research papers etc. recommended by the instructor throughout the semester.</p>
INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i>	REQUIRED MATERIAL: Digital Marketing Institution: Digital Marketing Case Studies RECOMMENDED MATERIAL: Journal of Marketing Business Week European Journal of Marketing
COMMUNICATION REQUIREMENTS:	Written term paper should be submitted in Word using appropriate terminology.
SOFTWARE REQUIREMENTS:	MS Office and Blackboard CMS Canva, Hootsuite
WWW RESOURCES:	www.ama.com www.alex.com www.google.com www.clickz.com www.marketingweek.co.uk www.digitalmarketinginstitute.com
INDICATIVE 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

