Digital Marketing
(SECS-P/08)
Laurea Magistrale (MSc) in Marketing
4 ECTS
Prof. John Clancy
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Prerequisites/Requirements

The course requires advanced knowledge of marketing and quantitative analysis. Students should also have knowledge of Managerial Accounting and Quantitative Methods, in addition to basic Marketing, Industrial Economics and Statistics.

Description

New technologies are rapidly transforming the way we conduct business. Companies have come to realize that the Internet has leveled the playing field giving newly empowered consumers greater access, more transparency and better accountability through a constantly changing mix of channels and networks. To compete in this very competitive environment, marketers need to embrace, and keep up-to-date with, a new, and somewhat complex, digital landscape.

Digital Marketing investigates digital marketing strategy, implementation and executional possibilities for BtoB and BtoC companies and provides a detailed understanding of all digital channels and platforms.

Through case studies, interactive sessions, and class exercises, students will learn about the latest research and best practices in the industry. Homework assignments will reinforce and extend concepts learnt in class.

The course is designed to get you to think like a digital marketing professional and to give you experience with industry relevant hands-on assignments and exercises. Central to the hands-on orientation of the course is a client project.

Students will work in groups of four to complete a 15-20 page digital marketing plan utilizing the concepts and frameworks covered in the course. All groups will be required to give a presentation in class highlighting the important points of their plan and submit their presentation slides for review.

Students will also submit evaluations assessing each of their group members' contributions to the final project. The course will conclude with a written exam. The final exam will be during the university scheduled exam slot.

Topics to be covered include:
- Digital strategy development
- Multichannel marketing
- Digital branding
- Content marketing
- Search engine marketing (SEM)
- Search engine optimization (SEO)
- Social media marketing (SMM)
- Web analytics / UI & UX
- Mobile marketing
- Email marketing

- Display advertising

Students will walk away with a clear understanding of the core concepts of digital marketing management and the tools and techniques needed to evaluate and develop effective digital marketing strategies.

Course Objectives
- Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy
- Understand the major digital marketing channels
- Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan
- Learn how to measure digital marketing efforts and calculate ROI
- Explore the latest digital ad technologies
- Understand how to Interpret the data from social media analytics tools
- Learn the importance of ongoing reading and following of industry publications given the dynamic and rapidly changing digital landscape

Evaluation Components
1. Project work & presentation—group (40%)
2. Class/group participation and attendance—individual (10%)
3. Final Exam—individual (50%)

Overview of Sessions

Class #	Date	Topic	Assigned Reading
1	11 Nov 2019 09:00-13:00	Intro to Digital Marketing • Strategies in digital marketing • Aligning Internet with business objectives • Examples of great case studies • Digital marketing channels	Read: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Damian Ryan. **Chapter 2** Read: *Digitising the Consumer Decision Journey* http://kwu-alumni.org/moto/media/5558efe863bec.pdf
2	12 Nov 2019 09:00-13:00	Search marketing / Display advertising • Industry structure and economics • Measuring impact / evaluation metrics • A/B Testing • Keywords and matching • Ad targeting and re-targeting	Read: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Damian Ryan. **Chapter 4** Watch: https://www.youtube.com/watch?v=PjOHTFRaBWA Watch: https://youtu.be/1C0n_9DOlwE Read: https://www.wired.com/20

				12/04/ff_abtesting/
3	13 Nov 2019 09:00-13:00	Content marketing / Inbound marketing • What is content / inbound marketing? • Content creation, distribution and optimisation • The customer journey and the content marketing plan • Analytics and ROI		Read: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Damian Ryan. **Chapter 8** Read: https://firstpagesage.com/seo-blog/2017-google-algorithm-ranking-factors/
4	18 Nov 2018 09:00-13:00	Social media marketing • User engagement • Social advertising • Reputation management • Social media analytics		Read: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Damian Ryan. **Chapter 5** Read: The Power of Like https://www.psychologytoday.com/blog/rewired-the-psychology-technology/201207/the-power
5	19 Nov 2019 09:00-13:00	Web analytics / Search engine optimisation • Goal configuration and funnels • Conversions, bounce rate, traffic sources, scheduling, etc • Intelligence reporting • SEO tools & techniques / free vs. paid • On and off page optimisation		Read: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Damian Ryan. **Chapter 4** Read: https://hbr.org/2013/03/did-ebay-just-prove-that-paid
6	20 Nov 2019 09:00-13:00	Mobile marketing / Email marketing • Mobile ad development and effectiveness • Proximity marketing (e.g geofencing and geoconquesting) • Email design, content and delivery • Data capture and subscriber segmentation		Read: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Damian Ryan. **Chapters 6 & 7** Read: Geolocation Marketing https://www.leanplum.com/blog/geolocation-marketing-101/

7	25 Nov 2019 09:30-13:30	Digital branding / User experience • Integrated marketing communications & the digital landscape • Role of owned, earned, shared and paid media • Social tone of voice • Importance of influencers and brand advocates • Designing for the user experience	Read: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Damian Ryan. **Chapter 14** Read: *HBR, Branding in the Digital Age* http://saberfazermarketing.com/wp-content/uploads/2011/10/Branding-in-the-Digital-Age.pdf
8	27 Nov 2019 13:30-15:30	Project work and presentations	
9	TBD	Final Exam	

Required Reading

Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Damian Ryan. Kogan Page; 4th edition (November 28, 2016).

Each session you may be assigned additional readings that will be sourced from leading industry publications and websites including, but not limited to:

SEOMoz.org
mashable.com
ClickZ.com
eMarketer
forrester.com
contentmarketinginstitute.com

Each session, students are required to complete the assigned readings BEFORE each corresponding class. Required readings will be provided at the end of each class.

Suggested Reading

Digital Marketing: Strategy, Implementation and Practice, Dave Chaffey & Fiona Ellis-Chadwick. Pearson; 6th edition (March 26, 2016)

The Beginners Guide to SEO (https://moz.com/beginners-guide-to-seo)
SEO Starter Guide: Google (https://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf)

Google's Analytics Academy Fundamentals course
https://analytics.google.com/analytics/academy/

Project work

In addition to a written 15-20 page digital marketing plan, students must make an oral presentation, which will last approx. 15 minutes which will highlight your proposed strategy. The team determines the presentation format and content of the oral presentation but following the written report format is highly recommended.

Exam
The final exam consists of both multiple choice and short answer questions. It is an in-class closed book exam designed to test your understanding of the terminology and tools used in digital marketing as well as your depth of understanding of important concepts. Questions will be application oriented and will not typically test your recall of facts but will assess your understanding of digital marketing concepts and their applications. The exam covers information from the PowerPoint slides, handouts, videos, plus all topics and cases discussed in class.

Course Outline and Schedule
Please note: The instructor reserves the right to change readings and assignments based on students' level of understanding of key concepts.

Class Participation and Attendance
This course moves at a fast pace and much of the learning will take place during in-class exercises and discussion. Students are expected to attend all class sessions, complete all assigned readings prior to class and be prepared to participate. Attendance will be taken and participation will be evaluated at each class session.

Your class participation grade includes the following:
- Attendance
- In class participation - both verbal and chat
- Quality of overall participation

Class Etiquette
Please turn off or silence mobile phones before class. Students involved in ongoing conversations, texting and/or answering cell phones during class time will be asked to leave without warning!

Cheating and Plagiarism
Cheating and plagiarism are serious offenses. Cheating is the attempted or unauthorized use of materials, information, notes, study aids, devices or communication during an academic exercise. Examples include but are not limited to:
- Copying from another student during an examination or allowing another to copy your work;
- Unauthorized collaborating on a take home assignment or examination;
- Using unauthorized notes during a closed book examination;
- Using unauthorized electronic devices during an examination;
- Taking an examination for another student or asking or allowing another student to take an examination for you;
- Submitting substantial portions of the same paper to two classes without consulting the second instructor;
- Allowing others to research and write assigned papers including the use of commercial term paper services;
- Signing for another student on the attendance sheet;

- Plagiarism is the act of presenting another person's ideas, research or writing as your own;
- Copying another person's actual words without the use of quotation marks and footnotes (a functional limit is four or more words taken from the work of another);
- Presenting another person's ideas or theories in your own words without acknowledging them;
- Using information that is not considered common knowledge without acknowledging the source;
- Failure to acknowledge collaborators on homework and laboratory assignment.

My policy is to give a failing grade to any assignment that has been plagiarized or an exam in which you have cheated. If I catch a person cheating on the attendance sheet my policy is to give a zero to the cheating student for his/her attendance grade.