

Introduction to Digital Marketing

Course code: MKT 203

Semester and year: Spring 2021

Day and time: Monday 18:30 – 21:15

Instructor: Zdenek Hasek MSc

Instructor contact: zdenek.hasek@aauni.edu, tel. 601-381-719

Consultation hours: Monday 17:30 – 18:30

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|------------------------|----------|----------------------|-------------------|
| Credits US/ECTS | 3/6 | Level | Introductory |
| Length | 15 weeks | Pre-requisite | MKT248 |
| Contact hours | 42 hours | Course type | Bachelor Elective |

1. Course Description

Note: *This course is about the practical digital application of basic marketing theories and concepts and it is necessary for students to have a firm grounding in these basic tenets, which are covered in the prerequisite MKT 248 Introduction to Marketing at AAU, or an equivalent course at another accredited university.*

This **introductory level overview** course will introduce students to major aspects of digital marketing including SEO, Analytics, Digital Strategy and Planning, Customer UX (User Experience), Website Design, the Role of Design, Content Creation and Marketing, New Media Platforms, PPC (Pay Per Click), Ad-Words, Email Marketing, Social Media Marketing, Mobile Marketing, E-Commerce, Content Marketing and Management, and Mobile Marketing and Commerce. How these aspects of Digital Marketing can and should work synergistically will also be examined.

The initial part of the course will cover the beginnings of Digital Marketing, how and why it has developed over the years, and current trends. A major portion of the course will be spent on the digital channels and tools and social media, such as Facebook, YouTube, Twitter, Instagram, and others. We will attempt to balance old and new perspectives through case studies and real-life marketing applications.

An important part of the course will be student projects developing multi-media and written content for AAU and the AAU website in conjunction with AAU's Marketing Department. The above topics will be covered from both a theoretical and practical "real-life" viewpoint with the emphasis on the practical. Students will choose and complete Google training modules.

2. Student Learning Outcomes

Upon completion of this course, students should be able to:

- Have a clear and demonstrable understanding of Digital Marketing and its many facets.
- Have a clear and demonstrable understanding of how Digital Marketing developed, where we are today and where we may be going in the future.
- Demonstrate a clear understanding of the convergence of social media and other aspects of Digital Marketing and how these are tied to e-commerce marketing, both historically, today, and looking to the future.
- Understand and demonstrate an ability to plan, set up and develop a website.

- Understand, track, and analyze Google Analytics and SEO.
- Understand and demonstrate a basic knowledge level and familiarity with the following: SEO, Analytics, Digital Strategy and Planning, Customer UX, Website Design, the Role of Design, Content Creation and Marketing, New Media Platforms, PPC, Ad-Words, Email Marketing, Social Media Marketing, Mobile Marketing, E-Commerce, Content Marketing and Management, and Mobile Marketing and Commerce, and the development and importance of payment systems in Digital Marketing.
- Understand the importance and relevance of mobile marketing as a digital marketing platform and how it assimilates with traditional marketing.
- Demonstrate and apply an understanding of factors in developing a successful digital marketing strategy.
- Be able to compare and contrast, analyze and comment on the value of various digital marketing platforms and business models.
- Be able to demonstrably measure, assess and analyze the effectiveness of current digital marketing campaigns.
- Demonstrate and understand the various aspects of digital marketing analytics, how measured and paid for, i.e., marketing metrics.
- Demonstrably show their understanding that marketing is about teamwork, proper communication, and cooperation by actively participating in class discussions, group projects, and by punctually attending classes. Preparation is critical.
- Understand and demonstrate knowledge of new aspects of marketing including Augmented Reality (AR) and Virtual Reality (VR).

3. Reading Material

Required Materials

Reading Guides:

A **Reading Guide** will be provided in the first class with the syllabus. This will include a list of readings from texts, articles and videos that should be covered before the next class session.

Key textbook: Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Ryan, Damian (2016)

Additional Reading from the Following Books:

1. Marketing 4.0: Moving from Traditional to Digital - Kotler, Philip et al (2016)
2. The Art of Digital Marketing - Dodson, Ian (2016)

Recommended (*not compulsory*) reading and viewing:

1. How Google works – Schmidt, Eric (2014)
2. Practical Guide for Digital Marketing - Torres, Claudio (2018)

Videos for free:

<https://www.socialreport.com/insights/article/360020792411-Top-7-YouTube-Channels-For-Learning-Digital-Marketing-in-2019>

Blogs to follow:

<https://digitalmarketinginstitute.com/blog/11-digital-marketing-blogs-you-need-to-bookmark>

Video Learning Modules:

- Videos and other multi-media materials will be an integral part of the course. Links to these will be posted on the course website. Students are expected to watch assigned videos. These will be organized in a similar fashion to the readings. Students will be expected to stay current and may be asked to write analysis of the videos.

These Video Learning Modules (VLM) will be organized week by week, for example:

MKT203 VLM: Week #1

The links and videos will be on the course website and available for download.

Google and other Certifications:

- Google provides training courses and certification for topics such as Google Ads, SEO and Analytics among others; students will choose and discuss these with the course leader.

Websites, Blogs, RSS feeds and Google alerts:

- Students will be provided with a list of websites and blogs that they should check on a regular basis for news, articles, emerging trends etc. The course leader will review setting these up in the first class.

4. Teaching methodology

Because of the *intensive* nature of this course, it will be taught with a highly interactive and practical approach. **Active participation** in class discussions is highly supported and mandatory since training communication skills is a crucial aspect of the real marketing world and marketing is a teamwork activity in most organizations. Therefore, before each class each student should **be prepared** to discuss the session topics (see **Course Schedule, below**). Class lectures, discussions, student presentations, readings, videos, and other multi-media platforms will be the primary focus. Complementary case studies and class discussions will be used to explore how businesses, both large and small, are successfully using Digital Marketing in combination with traditional marketing to create new marketing paradigms. Students will work interactively with several digital platforms by developing a digital marketing plan for marketing, marketing strategy and growing a business. We will look at this from the view of small and large businesses, both locally and globally.

5. Course Schedule

1. This course schedule may change; any changes will be announced in advance in class.
2. Note: Should the instructor miss a class, there will be a Make-Up class scheduled at a time that is convenient for the majority of students and the instructor.
3. Class times are **18:30 – 21:15**. This means that class **starts** at 18:30; so, please, arrive a few minutes early to be ready to go at 18:30.

There are 4 official make-up Fridays: February 26, March 26, April 30, and May 14.

| Date | Class Agenda |
|-----------------------------------|--|
| Week 1 Monday 02.08. | Topics: <ul style="list-style-type: none"> - Course Overview - Sources to study - Exercises and exams - What is Digital Marketing? - Digital Marketing: Beginnings, Today, Future trends - Marketing 4.0 – moving from traditional to digital - Key concepts - The Language of Digital Marketing – terms - Website/Content Project Description: Syllabus Review, Course Expectations, Protocol Definitions, Terms, Concepts The role of digital marketing in the present business environment. Through a review of traditional marketing approaches and concepts we cover the evolution of marketing in recent years and the ongoing transition from traditional to digital, and the developing new paradigm. Reading: see Reading Guide (RG) for Week 1 Assignments/deadlines: Open WIX Account |
| Week 2 Monday 02.15. | Topics: <ul style="list-style-type: none"> - Digital marketing research - Components of a Digital Marketing Strategy - How to put together a digital marketing plan - Digital Consumer Decision Journey - Recommended assets and content - Google Ads and Certification Description: What makes a good digital strategy and plans. Understanding the logical structure and process. What are the suitable sources of data and learning assets. Reading: see Reading Guide Week 2 Assignments/deadlines: Topic for Website, Register for Google Ads Certification |
| Week 3 Monday 02.22. | Topic: <ul style="list-style-type: none"> - SEO Description: The basics of Search Engine Optimization, why it works and how it works Reading: see Reading Guide Week 3 Assignments/deadlines: Begin Google Ads certification course |
| 02.26 | <i>Class Make-up Day (if required), NB FRIDAY</i> |
| Week 4 Monday 03.01. | Topic: <ul style="list-style-type: none"> - Performance marketing - On-Line Advertising: Pay Per Click (PPC) - Affiliate marketing Description: The basics of performance marketing and PPC advertising, why it works and how it works Reading: see Reading Guide Week 4 Assignments/deadlines: Begin Google Ads certification course |
| Week 5 Monday 03.08. | Topics: <ul style="list-style-type: none"> - On-Line Advertising: Digital Display Advertising Description: "Traditional web advertising" such as banners, pop ups, etc. How do they fit into a DM strategy? |

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| | <p>Reading: see Reading Guide Week 5</p> <p>Assignments/deadlines: Website Description and Plan</p> |
| <p>Week 6 Monday 03.15.</p> | <p>Mid-Term Exam. Recap for Exam., present Website (in-class work on site), post Progress Report.</p> <p>Reading: see: Reading Guide Week 6</p> |
| <p>Week 7 Monday 03.22.</p> | <p>Topic:</p> <ul style="list-style-type: none"> - Content marketing - User experience & website design - Intro to copywriting and graphic design <p>Description: Understanding the importance of branded content, its creation and distribution. What makes a good website. Tips for better writing and graphics.</p> <p>Reading: see: Reading Guide Week 7</p> <p>Assignments/deadlines: see assignment schedule</p> |
| <p>03.26</p> | <p><i>Class Make-up Day (if required), NB FRIDAY</i></p> |
| <p>Week 8 Monday 03.29.</p> | <p>Topic:</p> <ul style="list-style-type: none"> - CRM and Email Marketing <p>Description: The importance of CRM and RFM analysis. Practical examples in selected companies. Email marketing still works; we look at how and why. What types of business and organizations should use it. What makes a successful email campaign.</p> <p>Reading: see Reading Guide Week 8</p> <p>Assignments/deadlines: see assignment</p> |
| <p>Week 9 Monday 04.05.</p> | <p><i>Mid-term break: 5th to 9th April</i></p> |
| <p>Week 10 Monday 04.12.</p> | <p>Topics:</p> <ul style="list-style-type: none"> - Social Media Marketing (SMM) Part 1 <p>Description: The platforms, the basics of SMM for both large and small businesses. Creating Awareness and Branding.</p> <p>Reading: see Reading Guide Week 9</p> <p>Assignments/deadlines: see assignment schedule</p> |
| <p>Week 11 Monday 04.19.</p> | <p>Topics:</p> <ul style="list-style-type: none"> - Social Media Marketing Part 2 <p>Description: The platforms, the basics of SMM for both large and small businesses. Emphasis on location-based, small business and generating revenue.</p> <p>Reading: see Reading Guide Week 10</p> <p>Assignments/deadlines: see assignment schedule</p> |
| <p>Week 12 Monday 04.26.</p> | <p>Topics:</p> <ul style="list-style-type: none"> - Mobile Marketing - Mobile applications <p>Description: The platforms, the basics of mobile marketing for both large and small businesses. Emphasis on location-based, small business and generating revenue.</p> <p>Reading: see Reading Guide Week 11</p> <p>Assignments/deadlines: see assignment schedule</p> |
| <p>04.30</p> | <p><i>Class Make-up Day (if required), NB FRIDAY</i></p> |

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| Week 13 Monday 05.03. | <p>Topics:</p> <ul style="list-style-type: none"> - Analytics - Evaluation in general – ROMI, margin - Google analytics - Alza.cz’s approach to evaluation - Attribution models <p>Description: Understanding the importance of proper evaluation of all efforts incl. Attribution models. Intro into using Google analytics. Specifics of Alza.cz, the biggest ecommerce player in Central Europe.</p> <p>Reading: see Reading Guide Week 12</p> <p>Assignments/deadlines: see assignment schedule</p> |
| Week 14 Monday 05.10. | <p>Topic:</p> <ul style="list-style-type: none"> - E-commerce marketing - E-shop architecture and specifics, own media - CSE (Comparison Shopping Engines) - Alza and Amazon know-how <p>Description: Dive into the ecommerce business and marketing. Sharing experience with two important players – Alza.cz and Amazon.com.</p> <p>Reading: Prepare for Final Exam, Project Work</p> <p>Assignments/deadlines: see assignment schedule</p> |
| 05.14 | <i>Class Make-up Day (if required), NB FRIDAY</i> |
| Week 15 Monday 05.17. | <p>Final Exam.</p> <p>Final Project Presentations</p> |

6. Course Requirements and Assessment (with estimated workloads)

| Assignment | Workload (average) | Weight in Final Grade | Evaluated Course Specific Learning Outcomes | Evaluated Institutional Learning Outcomes* |
|--|--------------------|-----------------------|---|--|
| CP: Attendance and Class Participation | 45 | 25% | Demonstrate and describe an understanding of concepts covered. Preparation is critical. Active participation, adherence to schedules and deadlines. | 1,2,3 |

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| CW1: Completion of Google Certifications | 10 | 10% | These will cover the key concepts in readings and will require students to be able to do critical thinking and analysis based on readings, rather just memorizing definition etc. | 1,3 |
| CW2: Website Project and Content Development Including | 20 | 10% | Students must show initiative, creative thinking, critical analysis and planning and execution skills for web project. | 1,2,3 |
| CW3: Digital Marketing Plan | 15 | 10% | Students must show initiative, creative thinking, critical analysis and planning and execution skills for web project. | 1,2,3 |
| E1: Mid-term Exam | 20 | 20% | Demonstrate a clear understanding of the major concepts covered in the course and show the ability to translate these into cogent critical analysis. | 1,2,3 |
| E2: Final exam | 20 | 25% | | 1,2,3 |
| TOTAL | 130 | 100% | | |

*1 = Critical Thinking; 2 = Effective Communication; 3 = Effective and Responsible Action

7. Detailed description of the assignments

Assignments. Because of the in-depth guidelines necessary for the various projects, assignments, and certifications, ***a detailed breakdown of the requirements and full assessment of each assignment will be provided in the first class meeting.***

All assignments will be evaluated for **clarity of writing, critical analysis of the issues, proper use of references to support positions taken, quality and diversity of sources,** and extent to which the assignment **meets the requirements specified.**

NB For ALL assignments, as per university regulations, five academically respectable correctly cited sources are the minimum expected. Any assignments NOT meeting this standard will NOT be graded.

8. General Requirements and School Policies

General requirements

All coursework is governed by AAU's academic rules. Students are expected to be familiar with the academic rules available in the Codex and Student Handbook and to maintain the highest standards of honesty and academic integrity in their work.

Electronic communication and submission

The university and instructors **shall only** use students' university email address for communication. It is strongly recommended that any email communication between students and instructors take place in NEO LMS.

Each e-mail sent to an instructor that is about a new topic (meaning not a reply to an original email) shall have a new and clearly stated subject and shall have the course code in the subject, for example: "MKT203 Mid-term Exam. Question".

All electronic submissions are carried out through NEO LMS. No substantial pieces of writing (especially take-home exams and essays) can be submitted outside of NEO LMS.

Document Naming: For any documents submitted electronically the file name must include the following:

- Number of Assignment, Project, or Presentation
- Course Number
- Your Last Name

Example: **MKT203_CW1_Smith.doc**

For all hard copies submitted **Student Name, Course# and Assignment** should be clearly visible on the first page.

Attendance

Attendance, i.e., presence in class in real-time, is required. Students who are absent 35 percent of classes or more cannot complete the course. Those with a majority of unexcused absences will be failed; those with a majority of excused absences will be administratively withdrawn from the course. Students may also be marked absent if they miss a significant part of a class (for example by arriving late or leaving early). **Therefore, any student who has missed five classes of this course will be asked to WITHDRAW. Should they fail to WITHDRAW from the course they will be FAILED.**

Remote students: Attendance takes the form of watching the recorded class session and submitting a brief attendance-proving assignment within 48 hours (specified in NEO), unless otherwise agreed with the instructor.

Absence excuse and make-up options

Should a student be absent from classes for relevant reasons (illness, serious family matters), s/he must submit to the Dean of Students an Absence Excuse Request Form supplemented with documents providing reasons for the absence. The form and documents must be submitted within one week of the absence. If possible, it is recommended the instructor be informed of the absence in advance. Should a student be absent during the add/drop period due to a change in registration this will be an excused absence if s/he submits an Absence Excuse Request Form along with the finalized add/drop form.

Assignments missed due to unexcused absences cannot be made up which may result in a decreased or failing grade as specified in the syllabus.

Students whose absence has been excused by the Dean of Students are entitled to make up assignments and exams provided their nature allows for a make-up. Students are responsible for contacting their instructor within one week of the date the absence was excused to arrange for make-up options.

Late work: No late submissions will be accepted – please follow the deadlines.

Electronic devices

Electronic devices (phones, tablets, laptops...) may be used only for class-related activities (taking notes, looking up related information, etc.). Any other use will result in the student being marked absent and/or being expelled from the class. No electronic devices may be used during tests or exams.

Eating is not allowed during classes.

Cheating and disruptive behavior

If a student engages in disruptive or other conduct unsuitable for a classroom environment of an institution of learning, the instructor may require the student to withdraw from the room for the duration of the activity or for the day and shall report the behavior to the Dean.

Students engaging in behavior which is suggestive of cheating (e.g., whispering or passing notes) will, at a minimum, be warned. In the case of continued misbehavior, the student will be expelled from the exam and the exam will be marked as failed.

Quality of Written Assignments:

All written assignments including in-class quizzes, exams, exercises, assigned papers etc. **must be written at an acceptable university level of quality.** This means students **must** proofread exams, assignments, papers etc. and make sure they are free of grammatical, spelling, sentence structure and other errors. Papers with a high level of errors of this type (meaning more than one per page) will be graded down substantially.

This means students **must take ownership of the works they submit.**

For students who need assistance with writing skills the school now offers the Academic Tutoring Center. Students who are unsure of their writing abilities should work with the writing lab **before assignments are due.** Most if not all assignments with a significant writing component are given with enough advance time for students to work with the lab **before** submitting **work.**

Plagiarism and Academic Tutoring Center

Plagiarism is "the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work." (Random House Unabridged Dictionary, 2nd Edition, Random House, New York, 1993)

Turnitin's White Paper 'The Plagiarism Spectrum' (available at <http://go.turnitin.com/paper/plagiarism-spectrum>) identifies 10 types of plagiarism ordered from most to least severe:

1. CLONE: An act of submitting another's work, word-for-word, as one's own.
2. CTRL-C: A written piece that contains significant portions of text from a single source without alterations.
3. FIND-REPLACE: The act of changing key words and phrases but retaining the essential content of the source in a paper.
4. REMIX: An act of paraphrasing from other sources and making the content fit together seamlessly.
5. RECYCLE: The act of borrowing generously from one's own previous work without citation; To self-plagiarize.
6. HYBRID: The act of combining perfectly cited sources with copied passages—without citation—in one paper.
7. MASHUP: A paper that represents a mix of copied material from several different sources without proper citation.

8. 404 ERROR: A written piece that includes citations to non-existent or inaccurate information about sources
9. AGGREGATOR: The "Aggregator" includes proper citation, but the paper contains almost no original work.
10. RE-TWEET: This paper includes proper citation but relies too closely on the text's original wording and/or structure.

As the minimum policy the types of plagiarism from 1 through 8 results in the failing grade from the assignment and must be reported to the Dean. The Dean may initiate a disciplinary procedure pursuant to the Academic Codex. Allegations of bought papers and intentional or consistent plagiarism always entail disciplinary hearing and may result in expulsion from AAU.

If unsure about technical aspects of writing, students are encouraged to consult their papers with the tutors of the AAU Academic Tutoring Center. For more information and/or to book a tutor, please contact the ATC at: <http://atc.simplybook.me/sheduler/manage/event/1/>.

Students with disabilities

Students with disabilities are asked to contact their instructor as soon as possible to discuss reasonable accommodation.

9. Grading Scale

| Letter Grade | Percentage* | Description |
|---------------------|--------------------|---|
| A | 95 – 100 | Excellent performance. The student has shown originality and displayed an exceptional grasp of the material and a deep analytical understanding of the subject. |
| A– | 90 – 94 | |
| B+ | 87 – 89 | Good performance. The student has mastered the material, understands the subject well and has shown some originality of thought and/or considerable effort. |
| B | 83 – 86 | |
| B– | 80 – 82 | |
| C+ | 77 – 79 | Fair performance. The student has acquired an acceptable understanding of the material and essential subject matter of the course but has not succeeded in translating this understanding into consistently creative or original work. |
| C | 73 – 76 | |
| C– | 70 – 72 | |
| D+ | 65 – 69 | Poor. The student has shown some understanding of the material and subject matter covered during the course. The student's work, however, has not shown enough effort or understanding to allow for a passing grade in School Required Courses. It does qualify as a passing mark for the General College Courses and Electives. |
| D | 60 – 64 | |
| F | 0 – 59 | Fail. The student has not succeeded in mastering the subject matter covered in the course. |

* Decimals should be rounded to the nearest whole number.

Prepared by and when: Zdenek Hasek, 15th January 2021.

Approved by:

Chris Shallow BA MSc, Chair of Department of Marketing, 18th January 2021;
Jan Vasenda, Ph.D., Dean of School of Business Administration, 4th February, 2021.