

Course syllabus

1. Core data

Course code	Credits	Semester
293NMARV649M	6	
Course title in English		
Online and Digital Marketing		
Course title in Hungarian		
Online és Digitális Marketing		
Course title in other language		
Course leader	Institute	
Ákos Varga, Ph.D.	Marketing and Communications Sciences	
Course type	Type of final assessment	
Elective	Exam	
Language of instruction	Class schedule	
English		
Number of theoretical classes per week (full-time programmes)	Number of practical classes per week (full-time programmes)	
2	2	
Term when the course is announced/started		
Autumn/Spring		

2. Main features

Course objectives
<p>Online and digital marketing is an exciting area of marketing practice. In this course, we will cover what, why, where, to whom, and how of major current online and digital marketing approaches. The course will cover the different areas of marketing, and so include the marketing mix elements from consumer behavior, digital products, technology aspects, innovation acceptance, online pricing, online distribution, and online and digital communication.</p> <p>We will focus on selected areas of online presence, content creation, and communication interactions such as search engine marketing, social media channels, and participation in audience interactions. In addition to those specific topics, three key messages are woven throughout the course. First, establish habits for keeping up to date on emerging digital technologies relevant to business and marketing. Second, rise to the challenge of developing a strategy to guide tactics. Third, it shows the new content creator role of today's marketers.</p> <p>This course is for students who want to learn about marketing in the new media environment.</p>
Brief description of the course
<p>The course provides an in-depth look at marketing from the standpoint of analyzing online campaigns, as well as examining the interplay between emerging technologies and changing consumer behaviors. In this course, social marketing (inclusive of blogs, wikis, and social networks), new media technologies (mobile platforms, gaming), and online measurement and promotion tactics (SEO, advertising metrics) will be explored. A key objective of this course is to give students a comprehensive understanding of integrating online marketing and communication with more traditional forms of the same.</p> <p>The course will include market professionals and academic researchers as invited speakers in some areas of online and digital marketing (e.g. E-business, strategic online marketing, search engine marketing).</p> <p>The course will provide a considerable practical and theoretical workload for students including small exercises, project work, presentations, social media work, etc.</p> <p>Methodology to be used:</p>

The course is a combination of short lectures, seminars, discussions, and presentations.

The course is designed to generate active student contribution during the sessions; therefore, each session is built on the introduction of a theoretical concept that is illustrated with real-life examples either brought in by students, industry experts, or the instructor.

Examples brought in the session serve as a basis for discussion, as the phenomenon of online and digital marketing only comes to life in practice.

Each session will be a combination of the instructor's or students' short introduction to the assigned topic, students' short presentations of a chosen area, and group discussion of the illustration.

3. Learning outcomes

Skills	Knowledge	Attitudes	Autonomy and responsibility
<p>Able to analyze and improve the online and digital user experience.</p> <p>Communicates effectively and professionally in specific areas of the digital marketing professional working environment.</p> <p>Designs marketing research activities.</p> <p>Develops marketing communications campaigns based on Big Data.</p> <p>Uses digital marketing-based solutions and applications in his/her work.</p>	<p>Understand the trends shaping online market research.</p> <p>Understand the role of online research and its relationship to the sales channel.</p> <p>Understand the systems that support marketing research decisions within the organization.</p> <p>Understand the characteristics of research design and implementation.</p> <p>Understand the different customer touch points, their development and management.</p> <p>Understand the legal, privacy and ethical aspects of digital marketing.</p> <p>Understand the main criteria and possible KPI indicators for measuring campaigns.</p> <p>Understand the potential uses of digital marketing communications.</p> <p>Understand the elements of multichannel behavior in relation to digital marketing communications.</p> <p>Understand the role of digital marketing communications and how it can be optimized based on data.</p>	<p>Openness to accept the complexity of factors that shape consumer and user behavior.</p> <p>Open to change, seeking opportunities for experimentation.</p> <p>Willing to develop knowledge in a self-taught way.</p> <p>He/she considers it important that decisions are supported by data and therefore strives for maximum accuracy in his/her analyses.</p> <p>Is committed to developing a company-wide research strategy.</p> <p>Strives to develop mutual understanding and a solution-oriented approach.</p> <p>Continually strives to develop his/her knowledge, bearing in mind that this is the only way to become an outstanding professional in an ever-changing environment.</p> <p>Keeping up to date with the latest developments and trends in digital marketing.</p> <p>Represent the professional quality of the different digital marketing activities.</p> <p>Adheres to the ethical and behavioral standards of the</p>	<p>Confidently and independently use the computer applications required for their work.</p> <p>Make suggestions to improve the competitiveness of the company/enterprise.</p> <p>Coordinate the implementation of digital marketing research.</p>

		profession, taking into account industry and company codes of conduct and ethics. Has a sense of responsibility for his/her work in the use of digital marketing tools. Respects the ethical implications of the use of digital marketing.	
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4. Assessment system of the course

Method of assessment (tárgyfelelős tölti)		
Study activity	Minimum requirement for the course completion (if any)	Weighting of student activity in the final assessment (%)
Panel discussion	14	28
Online marketing plan project	16	32
Final exam	20	40

5. Compulsory readings

Compulsory reading	URL
Rob Stokes (2018): eMarketing: The essential guide to digital marketing, 6th ed., Quirk eMarketing (Pty) Ltd.	https://www.redandyellow.co.za/textbook/

6. Recommended readings

Recommended reading
Tom Funk (2013): Advanced social media marketing. Apress. ISBN-13 (pbk): 978-1-4302-4407-3
Arens, William F., Michael F. Weigold, Christian Arens (2013). Contemporary advertising and integrated marketing communications, New York: McGraw-Hill Irwin, 14th Edition, ISBN 978-0-07-131838-9

7. Thematic weekly schedule

Week no.	Brief description of topic
1	Introduction to online and digital marketing course
2	Past, present, and future of digital marketing: Trends and insights
3	Case studies
4	Online marketing challenges
5	A strategic approach to digital marketing (situation analysis, objectives, strategy, tactics, organization, control)
6	Technical basics: Amazon case study
7	On-site SEO
8	Adwords, Paid search
9	Content marketing
10	Social media marketing
11	Dimensions of marketing tactics
12	Project presentations
13	Project presentations

14	Final exam
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8. Class data

Course code	Course type	Lecturer(s)	Time and venue

9. Prerequisites and further information

Description of prerequisites and further information

10. Class participation

Not to be confused with attendance, class participation is the practice of engaging your professor and fellow students during presentations and discussions with thoughtful and timely contributions. If you miss classes it will have an impact on your participation points!

Opinions vary, civility is constant. You should feel free to question or disagree with other students; however, such disagreement must be based on the idea and not the person. Respect for your peers and professor is the sine qua non of great discussions and great learning experiences.

DO NOTE THAT EVERY POINT IS EARNED, NOT NEGOTIATED!

11. Plagiarism

Any and all statements contained in any assignment or paper that are based upon ideas or words of another must be properly credited to the original author or source. Paraphrasing the ideas or words of another is acceptable so long as the original author or source is cited. DO NOT quote words or expressions from existing works verbatim without designating the passage as a quote and crediting the source. Any student who plagiarizes the work of any other person (author, professor, student, parent, friend, etc.) is committing academic dishonesty and misconduct. Any student caught committing plagiarism will automatically fail the course.

12. Grade Conversion Table for Courses taught in English

Percentage achieved	Hungarian Grade	ECTS Grade	International Grade	Explanation
97-100	5	A	A+	Excellent
94-96	5	A	A	Excellent
90-93	5	A	A-	Excellent
87-89	5	B	B+	Excellent/Very good
84-86	4	C	B	Good
80-83	4	C	B-	Good
77-79	4	C	C+	Good
74-76	3	D	C	Satisfactory
70-73	3	D	C-	Satisfactory
67-69	3	D	D+	Satisfactory
64-66	2	D	D	Low pass/Sufficient
[51/61]-63	2	E	D-	Low pass/Sufficient
0-[50/60]	1	FX/F	F	Fail, 0 credit
	N		N	No grade received, 0 credit