



## Bachelor's courses School of Business and Economics

VU University Amsterdam - Student- & Onderwijszaken - Exchange programme Vrije Universiteit - 2018-2019



# Digital Marketing and Metrics

<b>Course code</b>	E_EBE3_DMM ()
<b>Period</b>	Period 5
<b>Credits</b>	6.0
<b>Language of tuition</b>	English
<b>Faculty</b>	School of Business and Economics
<b>Coordinator</b>	dr. F. Sotgiu
<b>Examinator</b>	dr. F. Sotgiu
<b>Teaching method(s)</b>	Lecture, Seminar
<b>Level</b>	300

## Course objective

During this course, you will develop an in-depth understanding of online marketing from a theoretical, analytical and practical perspective (Academic and Research Skills). Building on the knowledge of Marketing

II, this advances your knowledge on how to strategically design online marketing activities, and also how to analyze and evaluate the effectiveness of these online marketing activities (Bridging Theory and Practice - Knowledge,

Academic and Research Skills). Moreover, you will apply this knowledge and skills

in a real-life setting, enabling you to translate and apply theoretical knowledge into practice (Bridging Theory and Practice - Application).

By the end of this course you will be able to:

- identify the right metrics and methods to evaluate online marketing activities;
- assess qualitatively and quantitatively online marketing strategies and tactics;
- identify which activities are more effective and why;
- use the information obtained to build an effective digital marketing strategy.

## Course content

In the past decade, the Internet has caused fundamental changes in the way we live, learn, and do business. For marketers, the intense use of digital media, and the widespread adoption of smartphones has truly revolutionized the way marketing 'is done'. More than ever before, word of mouth and consumer communities are considered important market forces that influence consumer decision-making all along the purchase process. Moreover, companies are increasingly adopting a business logic based on co-creating value propositions with customers. Marketing, as a function that is closest to the consumer, plays a key role in giving shape to this new era in business management. With today's consumers continuously connected online, it is imperative for marketing managers to monitor the customer journey online in order to fully understand the impact of their marketing activities and plan successful new online marketing strategies. However, in the era of big data, managers often do not know which metric to focus on and how to extract valuable information from the data at hand.

By the end of this course, you will be able to assess qualitatively and quantitatively online marketing strategies during three important moments of the customer journey online: (1) Product search; (2)

Purchase; (3) Post-purchase. For each moment, you will identify which factors play a bigger role in influencing consumers' attitude and behaviour, based on the literature and your own analyses. You will also be able to use the information obtained to evaluate the ROI of digital marketing and social media campaigns and build a successful online marketing strategy.

**Form of tuition**

Lectures.

Tutorials.

**Type of assessment**

(Interim) Assignment(s) - Group assessment.

Exam - Individual assessment.

**Course reading**

Articles, cases, lecture slides.

The reading list will be announced on Canvas.

**Entry requirements**

None.

**Recommended background knowledge**

Marketing I and Marketing II.

**Remarks**

The lectures are interactive.