

## **Digital Marketing Strategy**

### **Introduction**

In this course, we will learn how digital has revolutionized the interactions between firms and consumers along the consumer journey. Digital offers powerful tools to reach consumers along the funnel: online display ads raise awareness, search listings reach consumers with intent, e-commerce facilitates conversion, and social media both energizes and retains customers. With the rapid development of new technologies, the focus of marketing has also expanded to include aspects such as viral marketing through online social networks, online consumer communities, and online conversations (between marketer and consumer, between consumer and consumer). This course seeks to understand the use of digital media to fulfill the needs of marketers and consumers, and to gain an appreciation of evolving digital marketing strategies.

### **Course Objectives**

1. Fundamental concepts in digital marketing strategy development and execution are introduced.
2. Students will learn how to develop, evaluate, and execute a comprehensive digital marketing strategy and plan
3. Various digital marketing tools will be introduced to the class.
4. Students will also study how to measure digital marketing efforts and calculate ROI

### **Course Learning Outcomes**

Upon successful completion of the course, students should be able to:

1. Demonstrate understanding of the various steps that consumers and marketers go through in their decision-making process in virtual environments, integrate marketing knowledge in relation to digital marketing and media, and apply it to develop marketing strategies.
2. Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy.
3. Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media.

4. Evaluate the various online customer acquisition tools (e.g. paid search and SEO) and engagement channels (e.g. social media) to best engage with target audiences.
5. Calculate the effectiveness of digital marketing tools and associated return on investments.
6. Evaluate ethical decision-making in relation to digital marketing and media.

## **Content**

1. Introduction to Digital Marketing
2. Strategy and Planning
3. Customer Journey
4. Search Engine Optimization
5. Search Marketing d. Web Site Analytics
6. Social Media Marketing
7. Email Marketing
8. Mobile Marketing
9. Display Advertising
10. Influencer Marketing
11. Attribution Modelling

## **Text Book and References**

- 1) Digital Marketing Strategy: An Integrated Approach to Online Marketing by Simon Kingsnorth
- 2) eMarketing-the essential guide to digital Marketing 4<sup>th</sup> edition by Rob Stokes
- 3) Internet Marketing Essentials: A Comprehensive Digital Marketing Textbook by Jeff Larson, & Stuart Draper
- 4) Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World by Chuck Hemann, Ken Burbary
- 5) Understanding digital marketing, Marketing Strategies for Engaging the Digital Generation by Ryan and Jones
- 6) E-Marketing Strauss, J. and R. Frost (2013). (7th edition), Prentice Hall.