

Course Details

Course Title: Online Marketing

Course Code: MKT-423

Program: BBA 2K21

Credit Hours: 3

Course Description

At the heart of marketing lie the consumer and their marketing journey through the stages of awareness, intent, conversion and finally retention. In this course, we will learn how digital has revolutionized the interactions between firms and consumers along this 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.

The overarching purpose of this course is to prepare students to take on business leadership roles in the evolving information age.

Course Objectives

The course examines digital marketing strategy, implementation and executional considerations for companies and provides a detailed understanding of all digital channels and platforms. Following are the 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 (CLO)

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

1. **CLO 1. *Demonstrate*** an understanding of digital marketing tools, digital consumer decisionmaking journey, and digital marketing frameworks. C2
2. **CLO 2. *Develop*** the marketing campaign based on digital marketing tools. C3
3. **CLO 3. *Analyze*** the effectiveness of digital marketing campaign and associated return on investments. C4
4. **CLO 4. *Examine*** the digital marketing skills and campaign insights in a professionally written report. C4
5. **CLO 5. *Test*** the oral presentation skills to discuss the campaign results. C4

Required Course Material

Textbook:

- 1) eMarketing-the essential guide to digital Marketing 4th edition by Rob Stokes
- 2) Internet Marketing Essentials: A Comprehensive Digital Marketing Textbook by Jeff Larson, & Stuart Draper
- 3) Digital Marketing Strategy: An Integrated Approach to Online Marketing by Simon Kingsnorth
- 4) Digital Marketing, Strategy, Implementation and Practice 6th edition Dave Chaffey, Fiona Ellis Chadwick
- 5) Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World by Chuck Hemann, Ken Burbary

The reference book for this course is:

- 1) Understanding digital marketing, Marketing Strategies for Engaging the Digital Generation by Ryan and Jones
- 2) Strauss, J. and R. Frost (2013). E-Marketing (7th edition), Prentice Hall.

Course Content (Weekly)

Weekly breakdown is given below

Week	Module	Topic	Readings and Assignment
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1	Introduction to the course, students The Consumer Brand Relationship	What is digital marketing? -The local digital landscape -The Online Consumer Student Group Formation	<ul style="list-style-type: none"> • The new consumer decision journey. Mckinsey & Company. • Digital trends to look out in 2024
2	Digital Marketing Planning Process	<ul style="list-style-type: none"> • Key Marketing objectives • Marketing Analytics Process-Plan, Collect and Analyze Phase • Framework for selecting digital/socialmedia • The Purchase Funnel 	<ul style="list-style-type: none"> • Experiential Activity 1: Consumer Personas: Customer Journey Map • Aurora Article: Rethinking Digital • HBR Article: Make these changes to help digital marketing fulfill its potential
3	Outbound Marketing:	<ul style="list-style-type: none"> • Search Ads vs Display Ads • Measuring Online Display and Search Ad Effectiveness • Online Metrics -Search Analytics 	<ul style="list-style-type: none"> • Case: Amazon, Apple, Facebook, and Google • Article: Paid Search Advertising • Experiential Activity 2: Google Trends Ivey Article: Online Metrics-What are you measuring and why? Article: https://www.calibrate.co.nz/strategy-planning/10-digital-marketing-kpis-to-monitor-in-2019/ Quiz 1
4	Outbound Marketing	<ul style="list-style-type: none"> • SEO vs SEM • Google ADS • Developing an Adwords campaign 	<ul style="list-style-type: none"> • Google Adwords & Adsense • Experiential Activity 3: Google Ads

5	Inbound Marketing	<ul style="list-style-type: none"> Website development trends Website Analytics SERP and SEO Strategies for keyword optimization Content planning and optimization 	<ul style="list-style-type: none"> HBR Article: Search Engine Optimization Note for Marketing Managers IESE Article: Search Engine Optimization Submission of Pre-campaign Report
6	User Experience and Web Analytics	<ul style="list-style-type: none"> Introduction to Google Analytics Explanation of how Google Analytics works Overview of real-time data tracking Google Analytics 	<ul style="list-style-type: none"> Guest Speaker Session Experiential Activity 4: Google Analytics GA5 Project Campaign Start
	Digital Channels- Social	<ul style="list-style-type: none"> Social Media Listening Social Media Content Creation Social Media Content Sharing 	<ul style="list-style-type: none"> Social Listening & Sentiment Analysis Netylitics/Other tools <p>Quiz 2</p>
8	Digital Channels- Social	<ul style="list-style-type: none"> Influencer Marketing Measuring Social Media ROI Virality 	Article: https://grin.co/blog/8-influencer-marketing-case-studies-with-unbelievable-results/
9	Mid-term week		
10/11	Digital Channels- Social	<ul style="list-style-type: none"> Social Media Marketing Social Media metrics 	<ul style="list-style-type: none"> HBR Article: Branding for digital marketing and social media HBR Article: The power of consumer stories in digital marketing Experiential Activity 5: Instagram

			Insights
10/11	Digital Advertising- Display and Video	<ul style="list-style-type: none"> • Understanding pixel sizes based on display types • Explanation of pricing models for display ads • Techniques for topic and placement targeting • Online Metrics -Display Analytics 	<ul style="list-style-type: none"> • Article: https://www.thinkwithgoogle.com/advertising-channels/2017-brand-video-marketing-strategies/ • Experiential Activity 6: You tube Advertising
12	Ethics in Digital Marketing	<ul style="list-style-type: none"> • Permission Marketing 	<ul style="list-style-type: none"> • Permission marketing: a systematic review of 22 Years of research <p>QUIZ 3</p>
13	Mobile Marketing Email Marketing	<ul style="list-style-type: none"> • Techniques for executing mobile content marketing • Mobile Pay-Per-Click advertising • Creation of an email marketing campaign • Explanation of open rates and techniques for optimizing them 	<ul style="list-style-type: none"> • Mobile and • Beyond the screens: location based marketing • HBR Article: The Secret to Smartphone Marketing Is Still Email • Experiential Activity 7: SMS Marketing
14	Affiliate Marketing	<ul style="list-style-type: none"> • Overview of how affiliate marketing works • Identification of profitable affiliate niches and products • Digital strategies for increasing affiliate traffic 	<ul style="list-style-type: none"> • https://neilpatel.com/what-is-affiliate-marketing/

15	Marketing Analytics Process	<ul style="list-style-type: none">Digital Marketing MediaTypesMarketing Analytics Process-Plan PhaseKey Marketing objectives	Workshop of Data Analysis (Industry Practitioner) Experiential Activity: Phyton Tutorial/ other available tool
16	Project Presentations		
17	Buffer Week		
18	Final Exam Week		