



## MK/CM 345 DIGITAL MARKETING & COMMUNICATIONS

IES Abroad Shanghai

**DESCRIPTION:** This course explores digital marketing in the context of the wider marketing communications function and includes understanding content marketing across a variety of digital channels. It will look at structures and frameworks for developing a digital marketing strategy and will examine the development of consumer persona and the process of writing for Online customer acquisition and retention. It will cover new and emerging web-based software used to develop web content and future trends in consumer mobile behavior and consumption. This course will include guest lectures from Global Technology companies and course-related trips.

**CREDITS:** 3 credits

**CONTACT HOURS:** 45 hours

**LANGUAGE OF INSTRUCTION:** English

**METHOD OF PRESENTATION:**

- Lectures
- Class discussion
- Individual lab work
- Group work
- Tutorials
- Guest speakers
- Mentor webinars
- LinkedIn Group

**REQUIRED WORK AND FORM OF ASSESSMENT:**

- Class participation & attendance - 10%
- Group Digital Strategy project - 30%
- Web blog creation - 20%
- Final Exam - 40%

**Class participation & Attendance**

Attendance is mandatory for all course sessions. Absences and lateness will affect the grade. Students are expected to be aware of digital campaigns and news within the Irish market through websites, journals, podcasts and books. Students are expected to read the readings of the session and be able to discuss the contents in class as part of the participation of the participation grade.

**Group Digital Strategy project:**

Groups of 4 – 5 students deliver two oral presentations. Week 4 a concept and strategy direction. Week 12 final digital marketing strategy with channel and message recommendations

**Essential components of the project**

The team should conduct primary and secondary market research and demonstrate critical thinking in the analysis of their findings Identify the target audience and based on the research findings create segments within this audience.

Create a persona for each audience segment with detailed digital behaviour supported by their research.

Present digital campaign strategy and content recommendations

Peer evaluation is also a component of the assessment grading and accounts for 10% of the overall group grade.

**Web Blog Creation:**

Individual creation of a blog website using a web platform and producing a blog post. Blog headline, images, shareable links and engaging content are essential components.



**Final Exam:**

A closed book final exam will focus on issues covered in class and will include a compulsory question and two others to be answered out of a total of four questions.

**LEARNING OUTCOMES:**

By the end of the course students will be able to:

- Demonstrate knowledge of digital marketing, specifically content marketing in the context of the wider marketing communications function.
- Understand digital marketing’s relationship with consumer trends in behaviour and media usage including trends in consumer mobile behaviour.
- Demonstrate knowledge of the main digital channels and their roles and functions
- Understand the main theories, concepts techniques and application to effectively develop, plan and implement a digital marketing strategy.
- Be competent in writing ebooks, blogs, social media posts and website content for customer retention and acquisition.

**ATTENDANCE POLICY:**

IES Abroad courses are designed to take advantage of the unique contribution of the instruction and the lecture/discussion format, regular class attendance is mandatory. Any missed class, without a legitimate reason will be reflected in the final grade. A legitimate reason would include: documented illness or family bereavement. Travel, (including travel delays) is not a legitimate reason.

**CONTENT:**

Week	Content	Assignments
<b>Week 1</b>	<p><b>Introduction to the Course</b></p> <ul style="list-style-type: none"> <li>• Overview of Digital Marketing and introduction to Digital Marketing campaign planning.</li> <li>• Introduction to group project, group formation and briefing document.</li> </ul>	<ul style="list-style-type: none"> <li>• David Meerman Scott. The New Rules of Marketing &amp; PR, John Wiley &amp; Sons Inc. 2013 Pp 11-49.</li> <li>• PR Smith. SOSTAC(r) Guide To Your Perfect Digital Marketing Plan, (Volume 2), 2014 Pp 16 - 18</li> </ul>
<b>Week 2</b>	<p><b>Website Analytics</b></p> <ul style="list-style-type: none"> <li>• Tracking offline and online campaign activity, website and social media analytics.</li> <li>• Core concepts, definitions and account set-up.</li> <li>• Analytics a three step process.</li> </ul>	<ul style="list-style-type: none"> <li>• Avinash Kaushik. Web Analytics 2.0, Pp 17 – 62, 145 – 166.</li> </ul>
<b>Week 3</b>	<p><b>Digital Marketing Campaign Planning</b></p> <ul style="list-style-type: none"> <li>• Aligning business objectives, strategy and tactical solutions, choosing most effective channels.</li> <li>• Creating an integrated marketing plan, costing and resourcing, processes and tools</li> </ul>	<ul style="list-style-type: none"> <li>• PR Smith. SOSTAC(r) Guide To Your Perfect Digital Marketing Plan, (Volume 2), 2014 Pp 20 - 63</li> </ul>
<b>Week 4</b>	<p><b>Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>• Target audience and persona development, technographics profile, consumer trends, media usage and consumption.</li> </ul>	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Survey Monkey</li> <li>• Faith Popcorn Video</li> </ul>

<b>Week 5</b>	<b>Content Marketing</b> <ul style="list-style-type: none"> <li>• How content marketing is different to other forms of marketing, business goals and value of content marketing.</li> <li>• Content management &amp; building communities.</li> <li>• A framework for content management and how to build an online community with appropriate content.</li> </ul> <p>Group Concept Presentation</p>	<ul style="list-style-type: none"> <li>• Joe Pulizzi. Epic Content Marketing. McGraw Hill 2014. Pp 3 -13, 29 -49, 139 – 159 and 223 – 231.</li> </ul>
<b>Week 6 &amp; 7</b>	<b>Writing Content</b> <ul style="list-style-type: none"> <li>• Copywriting for the web with a focus on blogging, email, online presentations and infographics.</li> <li>• Web content structure, styles and tone including the art of headlines and storytelling.</li> </ul>	<ul style="list-style-type: none"> <li>• Lynda Felder. Writing for the Web. New Riders 2012. Pp 13 – 30, 73 – 116 and 141 – 152.</li> </ul>
<b>Week 8</b>	<b>Publishing on the web</b> <ul style="list-style-type: none"> <li>• Tools and software for managing, distributing and publishing content.</li> <li>• Tutorial on content creation and publishing.</li> <li>• Lab Tutorials: <a href="https://hootsuite.com/">https://hootsuite.com/</a> <a href="http://wordpress.com/">http://wordpress.com/</a></li> </ul> <p>Blog Assignment Submission</p>	<ul style="list-style-type: none"> <li>• Joe Pulizzi. Epic Content Marketing. McGraw Hill. 2014 Pp 232 – 277</li> <li>• Kent Mauresmo, Anastasiya Petrova. SEO for WordPress. Vallon Investments Inc. 2013. Pp 23 – 32, 36 – 48</li> </ul>
<b>Week 9</b>	<b>Social Media Marketing</b> <ul style="list-style-type: none"> <li>• Building brand awareness and increasing website traffic.</li> <li>• Overview of Social Media platforms for business.</li> </ul>	<ul style="list-style-type: none"> <li>• Olivier Blanchard. Social Media ROI: Managing &amp; Measuring Social Media. Pearson Education 2011. Pp 125 – 188.</li> </ul>
<b>Week 10</b>	<b>Mobile Marketing</b> <ul style="list-style-type: none"> <li>• Mobile Consumer behaviour examines trends in smartphones, tablets and mobile devices.</li> <li>• Mobile channels, performance and measurement.</li> <li>• Integrated case study.</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile Marketing: Daniel Rowles, How Mobile Technology is Revolutionizing Marketing, Communications and Advertising, Kogan Page 2014. Pp 7 – 69.</li> </ul>
<b>Week 11</b>	<b>Google AdWords</b> <ul style="list-style-type: none"> <li>• An introduction to Google tools, campaign management, landing pages, and AdWords certification.</li> <li>• Lab Tutorial: Google AdWords - <a href="http://www.google.com/ads/adwords2/">http://www.google.com/ads/adwords2/</a></li> </ul>	<ul style="list-style-type: none"> <li>• Perry Marshall, Mike Rhodes, Bryan Todd, Ultimate Guide to Google AdWords (Ultimate Series) Entrepreneur Press 2014. Pp 23 – 67. 79 – 89.</li> </ul>
<b>Week 12</b>	<b>Email Marketing</b> <ul style="list-style-type: none"> <li>• Developing email strategy and integration of email into digital strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• Robert W. Bly. The Copywriter’s Handbook. Owl Books. Henry Holt &amp; Co. 2005, Pp 12 -37 and 286 -313.</li> </ul>

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|  | <ul style="list-style-type: none"> <li>• Writing for email. Structure and content templates and formats.</li> <li>• Lab Tutorial: <a href="http://mailchimp.com/">http://mailchimp.com/</a></li> </ul> |  |
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#### REQUIRED READINGS:

- David Meerman Scott. The New Rules of Marketing & PR, (Third Edition, Wiley & Sons, 2011)
- PR Smith. SOSTAC(r) Guide To Your Perfect Digital Marketing Plan, (Volume 2), 2014
- Charlene Li, Josh Bernoff. Groundswell. Harvard Business Press 2008
- Olivier Blanchard. Social Media ROI: Managing & Measuring Social Media. Pearson Education 2011.
- Joe Pulizzi. Epic Content Marketing. McGraw Hill 2014
- Robert W. Bly. The Copywriter's Handbook. Owl Books. Henry Holt & Co. 2005
- Avinash Kaushik. Web Analytics 2.
- Mobile Marketing: Daniel Rowles, How Mobile Technology is Revolutionizing Marketing, Communications and Advertising, Kogan Page 2014
- Lynda Felder. Writing for the Web. New Riders 2012.
- Kent Mauresmo, Anastasiya Petrova. SEO for Wordpress. Vallon Investments Inc.
- Perry Marshall, Mike Rhodes, Bryan Todd, Ultimate Guide to Google AdWords (Ultimate Series) Entrepreneur Press 2014.

#### RECOMMENDED READINGS:

- Gary Vaynerchuk, Crush It (Harpur Collins 2009)
- Seth Godin, Tribes (Penguin Group 2008)
- Andy Sernovitz, Word of Mouth Marketing (Greenleaf Book Group Press 2012)
- Growth Hacker Marketer – Ryan Holiday – Penguin (2013)

#### INDUSTRY RESOURCES:

Note - Because of the nature and pace of change in the Digital sector the Web links listed are to blogs and industry articles that provide students with current thinking and essential up-dates from the sector.

- 55 Brands Rocking Social Media PDF – Hubspot
- B2B content Marketing Trends Report - Holger Schulze
- Analytics – Lar Veale
- The Irish Digital Consumer Report 2013 – Shane O'Leary
- Irish Smartphone Research 2014 – Google
- The Irish Digital Consumer Outlook 2014 – Shane O'Leary
- 10 Data Insights from DMX – Irelands Largest Digital conference <http://www.slideshare.net/CKSK/dmx-dublin-2014-insights>
- Business Insider – The Future of Digital ([http://www.businessinsider.com/the-future-of-digital-2013-2013-11?utm\\_source=Triggermail&utm\\_medium=email&utm\\_term=Master%20411%20%2B%20Newsletters&utm\\_campaign=BI%20Intelligence%201119201](http://www.businessinsider.com/the-future-of-digital-2013-2013-11?utm_source=Triggermail&utm_medium=email&utm_term=Master%20411%20%2B%20Newsletters&utm_campaign=BI%20Intelligence%201119201))
- Tippex 'Shoot the Bear' <https://www.youtube.com/watch?v=4ba1BqJ4S2>
- Old Spice Case Study <https://www.youtube.com/watch?v=fD1WqPGn5Ag>
- Bud Ice Case Study <https://www.youtube.com/watch?v=uUmSg2LqTyg>
- #irishbizparty Twitter business networking event
- A good Analytics programme for Twitter
- Adwords Certification <https://support.google.com/partners/?hl=en&rd=1#topic=3111012>
- Kevin Cassidy's LinkedIn Profile - Excellent example <http://www.woorank.com/>
- Hootsuite Social Media Planning dashboard
- Wordpress Website/blog development
- SurveyMonkey free survey tool
- Faith Popcorn Trend Predictor <https://www.youtube.com/watch?v=5-KiWK9eg4o>
- [www.sethgodin.com](http://www.sethgodin.com)



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- [www.iia.ie](http://www.iia.ie)
- <http://www.mobileworldcongress.com/>