



CM/IB 340 DIGITAL MARKETING, E-COMMERCE, AND COMMUNICATION

IES Abroad Milan

DESCRIPTION:

The effect of digital technology on economy and society at large is so deep that in a few years entire industries have been completely shaken or disrupted, not to mention the life and behaviors of citizens and consumers.

The result is a competitive arena dominated primarily by firms like Alphabet (Google), Amazon, Apple, Facebook, Microsoft, Alibaba, etc. Entire sectors have become monopolies, while the Big Four, even if each of them is specialized in specific sectors - data management (Alphabet-Google), retail (Amazon), hardware and software (Apple), social media and information (Facebook) - have enlarged their scope so much that basically there are no sectors unaffected. Behind the big ones, a series of digital startups like Airbnb, Uber, Dropbox, Coursera have emerged with entirely new business models disrupting their markets.

Retail, Media & Publishing, Entertainment, Financial Services, Education, Transport, Travel, basically no sector have remained unaffected. Industry 4.0 with automation and artificial intelligence development will change completely manufacturing and other B2B markets.

At the same time, social media have become the main source of information for billions of people, internet advertising has recently surpassed TV ad investments in USA and it will do it soon in Europe as well. Digital influencers can decide the success or failure of products and companies, while the omnichannel approach to commerce has blended e-commerce and traditional brick-and-mortar retail industry. The course is enriched by relevant case histories, practical exercises, and guest lectures held by digital entrepreneurs, designers, technologists, and investors.

This course will provide an overview of e-commerce and digital marketing tendencies from a communications perspective. Analyzing current Internet, mobile, and multi-media campaigns, we will evaluate evolving marketing techniques and promotional technologies and find ways to integrate them into an effective communications strategy. Emerging media channels and cases will be analyzed to predict future trends. Class projects will emphasize current trends and propose an outlook into the new marketing landscape.

CREDITS: 3

CONTACT HOURS: 45

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: Background in marketing and business-related fields (finance, financial accounting, entrepreneurship, economics) is recommended

ADDITIONAL COST: TBD

METHOD OF PRESENTATION:

Lectures, class discussions, student presentations, case study analysis, outside research, and course-related trips, individual and group projects. The course is divided into curriculum and practice. The curriculum-based approach teaches the fundamental theories of e-commerce, digital marketing and communications. The practice approach teaches how to apply a method and a marketing strategy into a realistic project plan.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course Participation – 10%
- Midterm Exam – 30%
- Individual Assignment – 20%
- Group Project – 40%



Course Participation

Class attendance and participation in discussions are essential to profit from this course. Readings are mandatory and are will be part of the midterm and final exam. Students are asked to be proactive and interact during the lectures, e.g. bringing examples of their out-of-class experiences that can be related to the course.

Also, this course is fully integrated with Moodle, the IES online learning platform. Students will be required to actively access and interact with resources on this platform.

Midterm Exam

The midterm exam will be taken in-class and will consist of a questionnaire addressing topics covered during the first half of the course.

Individual Assignment

During the semester, each student will have to write and then give an individual oral presentation. This presentation will require outside research. Each student must find an example of a marketing challenge (success/failure) faced by a company, and then explain how the challenge is directly linked to a topic of the syllabus. A written analysis of the research of approximately 5 pages must be handed in on the day of the oral presentation. The oral presentation itself, which should last about 10 minutes (+ a couple of minutes for a Q&A session by the instructor and the class), does not need to be printed or handed in.

Group Project

Students will have to work in teams to perform a group project assigned by the instructor at the beginning of the course. The number of group members will depend on the number of class participants and will be defined after the first week. Groups will have to work and meet outside class to complete the task they have been assigned. The group project requires each team to create a digital business, applying tools available online and presented during the course, with the aim of developing a valuable managerial output and understand how to communicate with the target market.

Project consists of the creation of a digital strategy for a digital platform (website, Facebook page, newsletter, blog, etc.) created by the team and presentation of the performances.

LEARNING OUTCOMES:

The goal of the course is to give students strategic and technical tools and approaches to understand and manage online business models and the impact of digital technologies. It also offers - through a series of case studies, exercises and workshops - basic knowledge to launch and manage an online business, covering strategic and technological analysis and enforcing basic tools to operate, creating from scratch a digital business, communicating this properly to the target market.

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

- Develop a digital marketing and marketing communications strategy
- Use social media, newsletters, SEO, and other digital marketing levers to take on the challenge of creating innovative solutions based on consumer and brand values that answer a specific problem
- Articulate the interconnectedness among marketing promotional activities needed to create successful internet marketing activities
- Utilize the terms, concepts, and methods used in advertising, PR, integrated marketing in terms of digital media channels and tools.
- Gain hands-on experience of Internet marketing technologies and techniques
- Build a non-transactional website or digital platform, including newsletter, social media pages, etc.

ATTENDANCE POLICY:

IES Abroad Milan allows a maximum of two excused absences per semester. Each further absence will automatically result in a penalty of two points off (2/100) on the final grade. Seven absences per course (including the two excused absences) will result in a failing grade for that course. Furthermore, absence on the date of scheduled tests, presentations or quizzed does not entitle you to recover/reschedule such tests. Failure to attend your midterm and/or final exam will result in an F grade on that paper/exam. It is your responsibility to manage your absences during the term. If you are sick, you will need to apply your absence to the two excused

absences allowed for the term. If you use up your two excused absences for personal travel, and then are sick at the end of the semester, those days will not be excused. Please plan wisely!

CONTENT:

Week	Content	Assignments
Week 1 <i>Session 1</i>	Introduction to the course and to Digital Marketing and the changes in the communications landscape 1. Introduction to the course and to the subject 2. The impact of digital technologies on economy and society 3. What is Digital Marketing?	
<i>Session 2</i>	Introduction to the course and to Digital Marketing and the changes in the communications landscape 1. What is Digital Marketing? Differences to traditional marketing	• Industry Case Study: Evidence from the tourism industry
Week 2 <i>Session 1</i>	Marketing Strategy and the Digital Marketing Mix 1. Product, price, and place	
<i>Session 2</i>	Marketing Strategy and the Digital Marketing Mix 1. Promotion 2. Digital and e-marketing landscape and the challenges to advertising and PR 3. Mobile marketing and advertising 4. Social media and digital platforms: how to include them in advertising strategies?	
Week 3 <i>Session 1</i>	Building a website prototype 1. Google AdWords 2. Google Analytics 3. Search Engine Optimization	• Building a website (using WordPress, templates, and tools)
<i>Session 2</i>	Building a website prototype 1. Google AdWords 2. Google Analytics 3. Search Engine Optimization	
Week 4 <i>Session 1</i>	Customer Relationship Marketing vs Email Marketing 1. CRM 2. Newsletter	• Creating a Newsletter and an editorial plan for it
<i>Session 2</i>	Social Media Marketing 1. Facebook 2. Twitter 3. LinkedIn	• Creating Social Media PowePoints • Creating Newsletter with MailChimp or Mailerlite

Week 5 <i>Session 1</i>	Guest Lecture The Case of Vodafone: Digital and Experiential Storytelling	Study for Midterm Exam
<i>Session 2</i>	Midterm Exam	
Week 6 <i>Session 1</i>	Strategic Digital Marketing and Performance Metrics - Performance Metrics - ROI	Digital Marketing Plan: Investment and ROI
<i>Session 2</i>	Strategic Digital Marketing and Performance Metrics	
Week 7 <i>Session 1</i>	Understanding Marketing Strategy: Digital Business Development - How digital marketing and marketing communication can help to: - Revamp an existing business thanks to digital platforms (understanding the case of secondhand marketplaces with Depop) - Create new businesses thanks to digital platforms (The Blonde Salad case: from blogger to influencer, from an adventure to a million dollar business)	- Double Case Study: - Depop - The Blonde Salad
<i>Session 2</i>	Data Management: Big and Small Data - How to conduct research with the customer online? How to collect data? - Relevant data - How to employ data and incorporate them in successful marketing communication strategies	
Week 8 <i>Session 1</i>	Consumer Behavior Online - Consumers in the 21st Century: - Technological context - Social and cultural context - Legal Context - Individual characteristics and resources - Internet exchange - Exchange outcomes - The relevance of storytelling - Customer journeys online - Customer-to-customer interactions	

Session 2	Consumer Behavior Online 1. Cyber-Psychology 2. How consumers influence technology and how technology changes consumers 3. Examples from Education	
Week 9 Session 1	Contextual Focus: Focus on <i>made in Italy</i> in the digital era 1. Marketing and managerial implications from the world's most famous <i>Made-In</i>	
Session 2	Guest Lecture The case of Luxottica: User Experience Design and Metrics	
Week 10 Session 1	Online UX and Analytics 1. Web Analytics 2. Social Media Analytics	• Set-up of analytics for the website created
Session 2	Online UX and Analytics 1. Web Analytics 2. Social Media Analytics	
Week 11 Session 1	Social Media and UX Listening 1. How to set up a strategy to listen to online conversations	
Session 2	Final Project Presentations	
Week 12 Session 1	Final Exam Students will receive official notice of the exact date and time of the Final Exam as soon as all possible overlaps have been identified after the add/drop period	

REQUIRED READINGS:

- Javornik, A. (2016): "The mainstreaming of augmented reality: a brief history", Harvard Business Review, October 4, 2016 (available online - please: copy and paste the link in your browser to get access to the article): <https://hbr.org/2016/10/the-mainstreaming-of-augmented-reality-a-brief-history>
- Hopkins, C., S. J. Grove, M. A. Raymond, and M. C. LaForge (2009) "Designing the e-Servicescape: Implications for Online Retailers", Journal of Internet Commerce, 8(1-2)

RECOMMENDED READINGS:

- Zuckerberg, Randi: "Dot Complicated"