

CM/IB 340 DIGITAL MARKETING AND COMMUNICATION

IES Abroad London

DESCRIPTION:

The impact of digital technology on business and on society is so deep that within two decades, whole industries have been fundamentally disrupted, not to mention the lives and behaviours of consumers and business decision makers.

The result is a competitive global marketplace dominated primarily by a few 'tech giants' including Alphabet (Google), Amazon, Apple, Meta (Facebook, Instagram), Microsoft, Alibaba, etc. Each of these, although originally specialized - data management (Alphabet-Google), retail (Amazon), hardware and software (Apple), social media and information (Meta) - have progressively enlarged their scope so much that today there are no sectors unaffected. In addition to the above, a series of digital startups like Airbnb, Uber, Dropbox, Coursera have emerged with entirely new business models disrupting their respective markets.

Retail, Media & Publishing, Entertainment, Financial Services, Education, Transport, Travel, basically no sector has remained unaffected. Meanwhile the progress of technology continues artificial intelligence (AI), virtual reality (VR) and augmented reality (AR) continue the disruption of both B2B and B2C markets.

At the same time, social media has become the main source of information for billions of people, online advertising has recently surpassed TV ad spend, and the lines between online and offline are becoming increasingly blurred. Digital influencers can decide the success or failure of products and companies, while the omnichannel approach to commerce has blended ecommerce and traditional brick-and-mortar retailing.

This Module will provide an overview of digital marketing and ecommerce and 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. The course is enriched by relevant case histories, practical exercises, and guest lectures held by digital entrepreneurs, designers, technologists, and investors.

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: N/A

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 ecommerce, digital marketing and communications. The practice approach teaches how to apply a method and a marketing strategy into a realistic digital marketing plan.

REQUIRED WORK AND FORM OF ASSESSMENT:

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



CONTENT

Course Participation

Class attendance and participation in discussions are essential to benefit from this course. Readings are mandatory and 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 Quiz addressing topics covered during the first half of the course.

Individual Assignment/ Presentation

During the semester, each student will have to write and then deliver 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 (real) 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 no more than 10 minutes (+ up to 5 more minutes for a Q&A session by the Professor and the class), does not need to be printed or handed in.

Group Project

Students will be assigned to teams and will need to plan and create a group project briefed by the Professor. The teams will depend on the number of class participants. Groups are expected to work and meet outside class to complete the assigned task. Full details tbc.

LEARNING OUTCOMES:

The goal of the course is to give students a good overall understanding of the impact of digital technologies on business models and marketing communications. Through a series of case studies, exercises and workshops, students will gain a basic knowledge of digital marketing tools.

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

- Develop a digital marketing communications strategy
- Use social media, newsletters, SEO, and other digital marketing channels to create innovative marketing solutions
- Utilize digital media channels and tools.
- Demonstrate hands-on experience of online marketing technologies and techniques

ATTENDANCE POLICY:

Regular class attendance is mandatory. Irregular attendance may result in a lower grade in the course, and/or disciplinary action. The IES Abroad London class attendance policy does not allow for unexcused absences, and grades will be docked one-half letter grade for each such absence. Rare exceptions will be made for the following reasons:

- The student is too sick to attend class. In this instance, the student must call the IES Abroad Centre before class to notify any of the IES Abroad staff. It is not sufficient either to email, send a message with a friend or call the Centre after the class has started.
- A serious illness or death in the immediate family requiring a student to travel home. This requires written approval from the Centre Director before departure.

Arriving more than 10 minutes late to class may count as an unexcused absence. Immigration laws in the UK are extremely strict, and we jeopardize our legal status in hosting students who do not regularly attend class. Students who do not attend class regularly will be reported to the appropriate officials and risk dismissal from the program and deportation from the UK. If a student incurs absences representing 25% of the total class hours, they will be issued with an Attendance Warning. Any absences after a warning has been issued, will result in unauthorised absences and student will need to provide evidence to authorize any absences. If student continues to be frequently absent, they will be invited to disciplinary meeting with Associate Director & Dean of Faculty.

Class	Content	Assignments
Class 1	Introductions: The Digital Landscape • Introduction to the course and to the subject • The impact of digital technologies on economy and society • What is Digital Marketing? • What is Ecommerce? • Opportunities of Digital Marketing and Ecommerce	
Class 2	SEO • The rise of Google and Baidu • Keyword Research • On-page SEO • Off-page SEO	Pre-Reading: Crocs https://hbsp.harvard.edu/product/524006-PDF-ENG SEO Exercise – Screaming Frog https://www.screamingfrog.co.uk/seo-spider/ BRIEF MIDTERM EXAM
Class 3	PPC (Paid Search) • History of PPC • What is Quality Score? • Setting up Google Ads • Bids, CPC and Conversions • Future of PPC	Google Ads Exercise https://support.google.com/google-ads/answer/6324971?hl=en-GB
Class 4	Social Media • History of Social Media • Key players: Facebook, Instagram, LinkedIn, YouTube • Managing Social Media: structure, roles and tools • Future of Social Media	Pre-Reading: Prada https://hbsp.harvard.edu/product/W32697-PDF-ENG

Class 5	Email Marketing - History of email - Facts and Figures - What can we measure? - Optimizing results	Pre-Reading Email statistics https://blog.hubspot.com/marketing/email-marketing-stats#highlight
Class 6	Online Display Advertising - Facts and Figures - Awareness or response? - Interruptive or permission? - Programmatic and Real Time Bidding (RTB) - AdBlockers and Online Video	Revision for Midterm Exam
	Midterm Exam	
Class 7	UX - Definitions - Principles of UX - Making your website GREAT™ - The best experience – every time.	Pre-Reading: McDonald's https://hbsp.harvard.edu/product/MH0081-PDF-ENG BRIEF GROUP PROJECT
Class 8	Content Marketing - History - Content for storytelling - Copy, Visuals, Ideas - Managing your suppliers – in-house, agencies and freelancers - Using Gen AI for Content Creation - Managing the bots – future of Content	Pre- Reading https://www.forbes.com/sites/theyec/2023/08/17/generative-ai-for-content-creation-how-marketers-can-use-it/

Class 9	Marketing Planning and Strategy • Definitions – importance of planning • SOSTAC® by PR Smith • Situation • Objectives • Strategy • Tactics	Pre-Reading: Amazon v Walmart https://hbsp.harvard.edu/product/001SMU-PDF-ENG BRIEF INDIVIDUAL ASSIGNMENT/ PRESENTATION
Class 10	Web Analytics • Definitions • What can we measure and what should we measure? • GA4	Pre-Reading: GA4 https://www.youtube.com/watch?v=u_ECkoHVIZ8
Class 11	Who's Doing What? Case studies	Pre-Reading: Disney+ https://hbsp.harvard.edu/product/KE1251-PDF-ENG
Class 12	Careers in Marketing What's New? What's Next? The Future of Digital Marketing • Careers in Marketing • AI • AR • VR • The metaverse • IoT • An integrated Future	Pre-Reading: Marketing Jobs https://www.coursera.org/gb/articles/marketing-careers INDIVIDUAL PRESENTATIONS
	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:

Visser, M., Sikkenga, B., & Berry, M. (2021). *Digital Marketing Fundamentals: From Strategy to ROI*. (2nd Edition). Routledge.

RECOMMENDED READINGS:

Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing*. (8th Edition). Pearson.

<https://www.smartinsights.com>

<https://searchengineland.com>

<https://moz.com>

<https://martech.org>

MB, January 2024