



MK/CM 345 DIGITAL MARKETING & COMMUNICATIONS
IES Abroad Barcelona

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-effective digital marketing strategies for the acquisition and retention of customers. The course will cover why Digital Marketing today is an absolute need for marketers. Why Digital marketers need to be Marketing experts. And finally, it will cover that developing Digital Marketing without being related to the Brand's Marketing Strategy will be useless to the Brand and the Company, ... even if its managers are capable of managing technology and software.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None

ADDITIONAL COST: Most of the online readings are available free of charge. A small number carry a copyright fee, however, for which the student will be sent a bill at the end of the semester.

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 – 10%
- Individual Presentation – 20%
- Midterm – 25%
- Group Digital Strategy Project – 20%
- Final exam – 25%

Class participation

Students are expected to read the readings of the session and be able to discuss the contents in class as part of the participation grade.

Individual Presentation

Students deliver a short presentation on an article/blog/campaign of their choice related to one or several Digital Marketing concept(s) included in the course program. The subject of the presentation will be accepted by the instructor ahead of the presentation date.

The objective of this individual presentation is twofold: assess the research and presentation skills of the student (50% of the grade) and generate a lively class discussion on the issue presented by the student, so as to evaluate its usage in the implementation of a Digital Marketing strategy and or tactic (50% of the grade).

Midterm

A midterm exam will focus on marketing and communication concepts and readings as covered in class up to the Midterm date. It will contain multiple choice and true/false questions.

Group Digital Strategy Project

A midterm exam will focus on marketing and communication concepts and readings as covered in class up to the Midterm date. It will contain multiple choice and true/false questions.

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 digital communication audiences accordingly.

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

Present a digital campaign strategy and content recommendations.

- 10% outline document/1st tutorial session,
- 40% strategy document/last tutorial session
- 50% presentation document and performance)

Final exam

A final exam will focus on issues covered in class and will include questions and exercises.

LEARNING OUTCOMES:

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

- Develop Digital Marketing strategies and action plans to strengthen the Brand's Marketing & Communication Plan.
- Become a Digital Marketer capable of selecting best strategies to achieve different Brand Objectives/Consumer Journeys.
- 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.

ATTENDANCE POLICY:

As a member of our class community, you are expected to be present and on time every day. Attending class has an impact on your learning and academic success. For this reason, attendance is required for all IES Barcelona classes, including course-related excursions. If a student misses more than three classes in any course without justification, 3 percentage points will be deducted from the final grade for every additional absence. Seven unjustified absences in any course will result in a failing grade. Absences will only be justified, and assessed work, including exams, tests and presentations rescheduled, in cases of documented medical or family emergencies.

CONTENT:

Week	Content	Assignments
Week 1	Introduction of the course • Re-imagine Marketing • Overview of Digital Marketing • Introduction to the individual presentations, to the final group project, group formation and briefing document.	• Brewer, K. (2020). <i>It's Not Manipulation, It's Strategic Communication</i> [video]. https://www.youtube.com/watch?v=QGeHS4j00X0 • Jah, M. (2019). The world's first crowdsourced space traffic monitoring system [video]. https://www.ted.com/talks/moriba_jah_the

		world's first crowdsourced space traffic monitoring system?language=en#t-10447
Week 2	Marketing Communication Strategy • The Brand • The Consumer • The Marketing Plan • The Communication Plan • Marketing Disciplines/Media • Consumer Journey • Briefing & Copy Strategy Analysis	• Bullock, J. (2015). What's in Your Bag. [video]. https://www.youtube.com/watch?v=X9a7yGKLZIQ • Harris, C., Mill, R. (2019). How Marketers can change deeply ingrained consumer perceptions. https://www.youtube.com/watch?v=LeG8fDPAz9s
Week 3	Digital Marketing Campaign Planning • Aligning business objectives, strategy, and tactical solutions, choosing most effective channels. • Communication disciplines & Consumer Journeys • Creating an integrated marketing plan, costing and resourcing, processes and tools.	• BAIN & Co (2018). Customer Lifetime Value [video]. https://www.youtube.com/watch?v=ct436vgZ2EQ • Berger, J. (2014). JONA BERGER . "Contagious. Why things catch on". Wharton University. (5:03). https://www.youtube.com/watch?v=uYorr1reBrs • The Economist (2019). Can deepfakes weaken economy?" [video]. https://www.youtube.com/watch?v=_m2dRDQEC1A
Week 4	Consumer Behaviour • Segmentation, Targeting and Target Audience. • Consumer centric marketing • Persona development, technographics profile, consumer trends, media usage and consumption.	• Knowledge & Wharton (2019). Customer Experience in the Age of Digital Transformation [video]. https://www.youtube.com/watch?v=t2Cc39r5oCI • BAIN & Co (2018). Customer Lifetime Value [video]. https://www.youtube.com/watch?v=ct436vgZ2EQ
Week 5	Digital Marketing Fundamentals • Technology • Enablers • Digital Skills • Recruiting, Loyalty, Recuperating	• The Economist (2021). Should we be worried about technology? [video]. https://www.youtube.com/watch?v=Zeza83WIXg • Digital Market Future (2018). LATEST TRENDS IN DIGITAL MARKETING [video]. https://digitalmarketingtrends.in/digital-marketing-future-watch-out-latest-trends-in-digital-marketing/

		- Benoit, S. (2018). Collaborative consumption or the sharing economy explained in 4 minutes! [video]. https://www.youtube.com/watch?v=79hQ-4yTR2c - Wheeler, J. (2018). The Five Domains of Digital Transformation. <i>Medium</i>. https://medium.com/@Zandarkoad/the-five-domains-of-digital-transformation-ddd3bdeab043
Week 6 & 7	Digital Marketing Strategy. - Lead generation - Consumers retention - Sales - Retention - Recapturing of lagged customers (basics) - Call to Action (CTA), - Click Through Rate (CTR), - Client Acquisition Cost (CAC), - Customer Lifetime Value (LTV) - Customer Total Value (CTV) - Recruitment & Loyalty ROI Midterm	- Digital Market Institute. Digital Marketing Objectives. https://digitalmarketinginstitute.com/resources/lessons/traditional-communications-communications-objectives_a5ph - Quick tips (2015). What is a Lead and How To Generate Leads. https://www.youtube.com/watch?v=ceghkXrCJGE - Schmoyer, T. (4 July 2019). Improve your Impressions & CTR in 3 simple steps [video]. https://www.youtube.com/watch?v=NhNM-Mj54ffw Midterm
Week 8	Internet Marketing Communication Methods & Tools - Holistic Consumer Journeys/Conversations (Managed & Unmanaged) - Physical Touchpoints - Digital Touchpoints - The Holistic design: Owned, Earned, Paid digital channels & brand funnel	
Week 9	Internet Marketing Strategy - Liquid Strategies - Gap research identification - Communication Objectives definition - Leads vs Conversion - Known vs Unknown Consumers - Research: Data Signals - Data management - Data warehouse - Communication Disciplines: - CRM: Segmentation & Data - Brand - Media content - Social commerce	Boudet, J. Gregg, B. and Schuler, G. (October 23, 2017). What shoppers really want from personalized marketing. https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/what-shoppers-really-want-from-personalized-marketing

	▪ Search engines ▪ Advertising • PR (Influencers)	
Week 10	Digital Media: • Owned: ○ E-mailing ○ Mobile ○ Organic positioning ○ Social Networks, Social Media & Content strategy, KOL's, Crisis, Relationship Mktg. in Social, Community management: ▪ Vertical vs Horizontal Social Media ▪ Main social networks in Spain ▪ Blogs	• Digital Market Institute. Crisis Management. https://digitalmarketinginstitute.com/resources/lessons/social-customer-service_crisis-management_rqd • The Economist (2021). The future of shopping: what's in store? [video]. https://www.youtube.com/watch?v=ad-GuV6YIMI
Week 11	Digital Media: • Paid: ○ SEM Planning campaigns ○ Google ads ○ Fundamental planning strategies	• Webcertain TV (2018). International social media strategies at The Economist International social media. [video]. https://www.youtube.com/watch?v=8lpj3-d1VZU
Week 12	Digital Media: • Earned: ○ Bloggers ○ Sharing Brand Posts ○ Press ○ Organic search	• The Economist (2019). The internet's second revolution [video]. https://www.youtube.com/watch?v=hxHdl1ap1FM • Tedtalks (2016). Quit social media Dr. Cal Newport [video]. https://www.youtube.com/watch?v=3E7hkPZ-HTk

REQUIRED READINGS:

- Meerman, D. (2015). *The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly* Scott. Wiley & Sons.
- Kaushik, A. (2009). *Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity*, John Wiley & Sons Inc.
- Li, C., & Bernoff, J. (2008). *Groundswell: Winning in a World Transformed by Social Technologies*. Harvard Business School Press.
- Smith, PR. (2015). *SOSTAC(r) Guide To Your Perfect Digital Marketing Plan: save time save money with a crystal clear plan*. PRSmith.
- Rowles, D. (2017). *Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising*, Kogan Page.

RECOMMENDED READINGS:

- MindTools. Keller's Brand Equity Model. Building a Powerful Brand ADDITIONAL READINGS: KELLER'S BRAND EQUITY MODEL
- MindTools. Critical to Quality (CTQ) Trees. <https://www.mindtools.com/pages/article/ctq-trees.htm>
- MindTools. Kano Model Analysis. https://www.mindtools.com/pages/article/newCT_97.htm
- Sernovitz, A. (2015). *Word of Mouth Marketing: How Smart Companies Get People Talking*. PRESSBOX PUBLISHING

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.

- 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
- www.mashable.com
- www.kaushik.net/avinash
- www.ija.ie
- <http://www.mobileworldcongress.com/>