



MK 350 DIGITAL MARKETING AND COMMUNICATIONS

IES Abroad Madrid

DESCRIPTION:

This course will provide an overview of 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 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: Marketing 101 is recommended.

ADDITIONAL COST: None

METHOD OF PRESENTATION:

Lectures, discussions, role-plays, student presentations, case study, outside research, and field study. The course is divided into curriculum and practice. The curriculum-based approach teaches the fundamental theories of 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:

- Class Participation - 10%
- Assignments - 20%
- Mid-Term Exam - 30%
- Final Project - 40%

Course Element

Case Studies:

Written assignments of 500-word essay based on provided case studies. Questions answered will require secondary market research and references.

Show and Tell:

Short PowerPoint presentations (5-10 minutes) based on recent Digital marketing campaign or trends.

Project assignments:

Project assignments are preparations that help provide a step-by-step methodological approach to creating the final project.

Mid-Term:

In class material, textbook and case study reading that provides the fundamental principles of digital marketing. Format: Multiple choice and short answer questions.

Final Project:

Students will create an effective digital communications strategy for a brand of their choice. The project will be discussed and developed step-by-step throughout the semester as students gain knowledge of evolving marketing techniques and promotional



technologies. This project itself consists of a midterm and final PowerPoint presentation (10 minutes) and digital marketing research and recommendation.

These are the six challenges:

1. Identify your teams chosen brand/client to determine their business needs related to digital marketing
2. Outline a strategic assessment based on the business needs, environment, and brand analysis
3. Identify a specific problematic and brainstorm possible solutions
4. Determine the feasibility of the solutions based on the SMART criteria
5. Determine chosen strategy
6. Create a Digital Marketing Strategy presentation

Midterm presentation: Teams will present their chosen brand and strategic assessment based on the business needs, environment, and brand analysis.

Quality assessment is based on relevancy of the problematic and solution, creative problem solving, research and argumentation, effort, feasibility of the solution, oral and written presentation style. The goal is to provide a pragmatic and cost effective execution model of Digital Marketing Communications campaign.

LEARNING OUTCOMES:

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

- Effectively describe and utilize key Internet and Mobile marketing concepts
- Evaluate the Digital Marketing context: e-business models, performance metrics, and role of strategic planning
- Analyze marketing environment and Tier 1 strategy development: situation analysis (external and internal), competitive positioning, Segmenting and Targeting, Consumer Behavior, and SWOT Analysis
- Develop a coherent problematic and Tier 2 strategy based on the SMART criteria.
- Understand the role of communication agencies including Advertising, PR, and Events
- Take on the challenge of creating innovative solutions based on consumer and brand values that answer a specific problematic
- 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
- Develop an integrated Digital marketing communications 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 **mandatory for all IES Madrid classes**, including course-related excursions. Absences will only be excused in cases of documented medical or family emergencies. Any assessed work, including exams, tests, and presentations, will be rescheduled if the absence is justified; otherwise, it will be graded as 0. You are allowed a maximum of 1 unexcused absence for once-a-week courses and 2 unexcused absences for twice-a-week courses. Each additional absence will deduct 5 points from your final grade. **Accumulating 7 or more absences in twice-a-week courses, or 4 or more in once-a-week courses, may lead to a failing grade.** Students arriving more than 11 minutes after the scheduled start time will be marked as 'late.' Three 'late' arrivals will be counted as 1 absence. Any student arriving 30 minutes or more after the scheduled start time will be marked as 'absent.' For more information, please refer to the full [Attendance and Punctuality Policy](#) document.

CONTENT:

Week	Content	Assignments
Week 1	Introduction to Digital Marketing and the changes in the communications landscape • Introduction • History of marketing and introduction to basic principles of digital marketing Digital impact on Marketing Organizations and Strategies • New business environments and new consumer behavior (Real Time, Geolocation, Social interactions, Cultural, Legal and Technological context...) • Impact on organizations and marketing (Privacy, Innovation, Collaborative Work...) Digital and e-marketing landscape and the challenges to advertising and PR	Reading: • Chapter 1, Simon Kingnorth Pp. 1-7 • Alexander, Lucy, "What is Digital Marketing?", http://blog.hubspot.com/marketing/what-is-digital-marketing
Week 2	<i>Show and Tell</i> Digital Marketing Overview • Internet 101 • Digital marketing past: Web 1.0 • Evolution to today and expectations for near future • Marketing Implications Power Shift from Seller to Buyers Digital revolution	Reading • Chapter 1, Simon Kingsnorth Pp. 8-29

Week	Content	Assignments
Week 3	<i>Show and Tell</i> Workshop for understanding Marketing & Business Strategy - Situational Analysis: Macro and Micro - Competitive Analysis - Marketing Segmentation - Customer centricity - Target Marketing and Niches - SWOT – PESTEL – PORTER - From 5Ps to 5Cs	Reading - Chapter 2, Simon Kingsnorth Pp. 30-45 - DeMarco, Anthony, “Cartier, Tiffany, Bulgari are Digital ‘Geniuses’, according to annual report, https://www.forbes.com/sites/antonydemarco/2019/02/22/cartier-tiffany-bulgari-are-digital-geniuses-according-to-annual-report/ Assignment: - Situational Analysis of chosen brand
Week 4	<i>Show and Tell</i> Workshop for understanding Marketing & Business Strategy Orientating the problematic for project	
Week 5	Social Media and Digital Marketing Plan for Communications: Understanding Corporate objectives and the roles of Advertising, E-reputation and Social Web - Strategic Objectives - Seven-Step Social Media Plan - The evolution in Advertising influenced by the digital revolution - The evolution of PR through social and digital mediums.	Reading: Chapter 8, Simon Kingsnorth Pp. 149-163 Assignment: Market segmentation and positioning/understanding the power of micro-influencers and influencers

Week	Content	Assignments
Week 6	Social Media Management and Content Strategies - Clarifying the Social Content Communications Problematic - Finding the Creative Solution: which content types to use? - Content strategy, creation, and planning - Measuring the value of content - Community management Planning the right Content at the right Time to the right People	Reading: Chapter 13, Simon Kingsnorth Pp. 231-258
Week 7	<i>Show and Tell</i> Global Media - Media around the world - Considering global strategies - International content management - In-House or Outsourced solution?	Reading: Chapter 2, Simon Kingsnorth Pp. 35-37
Week 8	Midterm Presentations and Exam	

Week	Content	Assignments
Week 9	Digital Marketing Strategy, Traffic Acquisition sources and planning - How to generate traffic to the Web site? - Business Traffic technics - Brand Traffic technics - Natural Traffic technics - Social Traffic technics - Ratio of expenditures	Reading: - Chapter 4, Simon Kingsnorth Pp. 66-88 - Mullin, Shanelle, "How to Find and Plug the Leaks in Your Conversion Funnels", https://www.shopify.com/blog/conversion-funnel-leaks
Week 10	<i>Show and Tell</i> Search, Affiliation, Email Marketing and CRM - The 4 phases of e-CRM - Customer Relationship Marketing vs Email Marketing - Affiliation – Sponsored Links - Search Engine Optimization - SEA - Google Adwords	Reading: Chapter 5, 6, 10, Simon Kingsnorth Pp. 89-122; 183--201
Week 11	<i>Show and Tell</i> Display and Video, Mobile Marketing and Advertising, IoT - Understanding the transition from Online to Mobile to Social - Android, IOS, Windows and responsive design - SMS - Mobile as an advertising medium - Mobile Technologies	Reading: - Chapter 7, 9, Simon Kingsnorth Pp. 123-148; 165-182 - Wainright, Corey, "The Ultimate Cheat Sheet for Mastering Mobile Marketing", https://blog.hubspot.com/blog/tabid/6307/bid/28776/the-ultimate-cheat-sheet-for-mastering-mobile-marketing.aspx

Week	Content	Assignments
Week 12	Online Analytics and Reporting • Big data • Google Analytics • Tools and Technology • Tips, Key Technics and Suppliers • Dashboards • Performance Metrics • ROI •	Reading: • Chapter 14, Simon Kingsnorth Pp. 259-283
Week 13	<i>Show and Tell</i> Digital Marketing: Barriers and Considerations • Technology • Business Priorities • Regulation • ESP Model • Budget and Resources allocation • Levels of Commitment to E-Business • E-Business Models	Reading: • Chapter 3, Simon Kingsnorth Pp.46-65
Week 14	Final Presentations	

COURSE-RELATED TRIPS:

REQUIRED READINGS:

- Alexander, Lucy, "What is Digital Marketing?," <https://blog.hubspot.com/marketing/what-is-digital-marketing>
- DeMarco, Anthony, "Cartier, Tiffany, Bulgari Are Digital 'Geniuses,' According to Annual Report", <https://www.forbes.com/sites/anthonydemarco/2019/02/22/cartier-tiffany-bulgari-are-digital-geniuses-according-to-annual-report/>
- Digital Marketing Strategy – An integrated approach to Online Marketing – Simon Kingsnorth, KoganPage, 2016
- Launchmetrics, State of Influencer Marketing Report
- Mullin, Shanelle, "How to Find and Plug the Leaks in Your Conversion Funnels", <https://www.shopify.com/blog/conversion-funnel-leaks>

- Wainwright, Corey, “The Ultimate Cheat Sheet for Mastering Mobile Marketing”,
<https://blog.hubspot.com/blog/tabid/6307/bid/28776/the-ultimate-cheat-sheet-for-mastering-mobile-marketing.aspx>

RECOMMENDED READINGS:

- [Shopify.com/blog](https://www.shopify.com/blog)
- [Hubspot.com](https://www.hubspot.com)
- [Campaign.co.uk](https://www.campaign.co.uk)
- [Adage.com](https://www.adage.com)
- [clickz.com](https://www.clickz.com)
- [e-marketing.fr](https://www.e-marketing.fr)
- [Frenchweb.fr](https://www.frenchweb.fr)
- [Digitalmarketingmagazine.co.uk](https://www.digitalmarketingmagazine.co.uk)
- [Themarketer.co.uk](https://www.themarketer.co.uk)
- [Luxurydaily.com](https://www.luxurydaily.com)