



## **MK 350 DIGITAL MARKETING AND COMMUNICATIONS**

IES Abroad Paris BIA

### **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 PRESENTATION:** English

**PREREQUISITES:** Marketing 101 is recommended.

### **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%

**Case studies (3):** 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

#### **TOPICAL AREAS FOR DIGITAL COMMUNICATIONS:**

- Email marketing
- Affiliate Marketing
- Social Networks
- Viral Marketing
- Pay-per-Click
- Search Engine / Web Optimization
- Website Design / Development
- Mobile Marketing
- Streaming Media
- Website Analytics

#### **ATTENDANCE POLICY:**

Attendance is mandatory for all IES Abroad Paris BIA courses, including internship placements, course-related trips and/or field studies. Failure to adhere to these rules will negatively impact your final grade. Any exams, quizzes, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of documented illness with a doctor's note. Medical documentation must be presented to the academic office within two days of your return to class. If not rescheduled, they will be graded as 0.

There will be no grade penalty for:

- 1 absence for courses meeting once a week (3-hour courses).
- 2 absences for courses meeting twice a week (1.5-hour courses).

If you miss class in excess of what is outlined above, your final grade will be lowered by one third of a letter grade for each additional absence. For example: If you receive a final grade of an A- in a course meeting once a week (3-hour course), 2 absences = B+, 3 absences = B, ... etc.

Punctuality is very important in all IES Abroad Paris BIA courses and being tardy to class is disruptive for the faculty members as well as your fellow classmates. Being more than 15 minutes late repeatedly (4 times) will count as an absence.

Students who miss more than 25% of class time will receive a failing grade (F). This is calculated as:

- 3 absences in a course meeting once a week (3-hour courses)
- 6 absences in a course meeting twice a week (1.5-hour courses)

#### CONTENT:

Week	Content	Assignments
<b>Week 1</b>	<b>Introduction to Digital Marketing and the changes in the communications landscape</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• History of marketing and introduction to basic principles of digital marketing</li> <li>• Impact on Marketing Organizations and Strategies</li> <li>• New business environments and new consumer behaviours (Real Time, Geolocation, Social interactions, Cultural, Legal and Technological context...)</li> <li>• Impact on organizations and marketing ( Privacy, Innovation, Collaborative Work...)</li> </ul> Digital and e-marketing landscape and the challenges to advertising and PR.	<b>Reading:</b> <ul style="list-style-type: none"> <li>• Chapter 1, Simon Kingsnorth Pp.1-7</li> <li>• Alexander, Lucy, "What is Digital Marketing?," <a href="https://blog.hubspot.com/marketing/what-is-digital-marketing">https://blog.hubspot.com/marketing/what-is-digital-marketing</a></li> </ul>
<b>Week 2</b>	<i>Show and Tell</i>  <b>Digital Marketing Overview</b> <ul style="list-style-type: none"> <li>• Internet 101</li> <li>• Digital marketing Past: Web 1.0</li> </ul>	<b>Reading:</b> <ul style="list-style-type: none"> <li>• Chapter 1, Simon Kingsnorth Pp.8-29</li> </ul>

	<ul style="list-style-type: none"> <li>• Evolution to today and expectations for the near future</li> <li>• Marketing Implications</li> </ul> <p>Power Shift from Seller to Buyers Digital revolution</p>	
<b>Week 3</b>	<p><i>Show and Tell</i></p> <p><b>Workshop for understanding Marketing &amp; Business Strategy</b></p> <ul style="list-style-type: none"> <li>• Situational Analysis: Macro and Micro</li> <li>• Competitive Analysis</li> <li>• Marketing Segmentation</li> <li>• Customer centricity</li> <li>• Target Marketing and Niches</li> <li>• SWOT – PESTEL – PORTER</li> <li>• From 5Ps to 5Cs</li> <li>• Brand Equity and Identity</li> </ul> <p>Orienting the Problematic for project</p>	<p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• Chapter 2, Simon Kingsnorth Pp.30-45</li> <li>• DeMarco, Anthony, “Cartier, Tiffany, Bulgari Are Digital ‘Geniuses,’ According to Annual Report, <a href="https://www.forbes.com/sites/anthonydemarco/2019/02/22/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/</a></li> </ul> <p><b>Assignment:</b></p> <ul style="list-style-type: none"> <li>• Situational Analysis of a chosen Brand</li> </ul>
<b>Week 4</b>	<p><b>Social Media and Digital Marketing Plan for Communications: Understanding Corporate objectives and the roles of Advertising, E-reputation and Social Web</b></p> <ul style="list-style-type: none"> <li>• Strategic Objectives</li> <li>• Seven-Step Social Media Plan</li> <li>• The evolution in Advertising influenced by the digital revolution</li> <li>• The evolution of PR through social and digital mediums.</li> </ul>	<p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• Chapter 8, Simon Kingsnorth Pp.149-163</li> <li>• Launchmetrics, State of Influencer Marketing Report</li> </ul> <p><b>Assignment:</b></p> <ul style="list-style-type: none"> <li>• Market Segmentation and Positioning / Understanding the power of Micro-Influencers and Influencers</li> </ul>

Week 5	<b>Social Media Management and Content Strategies</b> <ul style="list-style-type: none"> <li>• Clarifying the Social Content Communications Problematic</li> <li>• Finding the Creative Solution: which content types to use?</li> <li>• Content strategy, creation, and planning</li> <li>• Measuring the value of content</li> <li>• Community management Planning the right Content at the right Time to the right People</li> </ul>	<b>Reading:</b> <ul style="list-style-type: none"> <li>• Chapter 13, Simon Kingsnorth Pp.231-258</li> </ul>
Week 6	<b>Midterm Presentations and Exam</b>  <b>Class Title: Global Media</b> <ul style="list-style-type: none"> <li>• Media around the world</li> <li>• Considering global strategies</li> <li>• International content management</li> <li>• In-House or Outsourced solution?</li> </ul>	<b>Reading:</b> <ul style="list-style-type: none"> <li>• Chapter 2, Simon Kingsnorth Pp.35-37</li> </ul>
Week 7	<i>Show and Tell</i>  <b>Digital Marketing Strategy, Traffic Acquisition sources and planning</b> <ul style="list-style-type: none"> <li>• How to generate traffic to the Web site?</li> <li>• Business Traffic technics</li> <li>• Brand Traffic technics</li> <li>• Natural Traffic technics</li> <li>• Social Traffic technics</li> <li>• Ratio of expenditures</li> </ul>	<b>Reading:</b> <ul style="list-style-type: none"> <li>• Chapter 4, Simon Kingsnorth Pp.66-88</li> <li>• Mullin, Shanelle, "How to Find and Plug the Leaks in Your Conversion Funnels", <a href="https://www.shopify.com/blog/conversion-funnel-leaks">https://www.shopify.com/blog/conversion-funnel-leaks</a></li> </ul>

Week 8	<p><i>Show and Tell</i></p> <p><b>Search, Affiliation, Email Marketing and CRM</b></p> <ul style="list-style-type: none"> <li>• The 4 phases of e-CRM</li> <li>• Customer Relationship Marketing vs Email Marketing</li> <li>• Affiliation – Sponsored Links</li> <li>• Search Engine Optimization</li> <li>• SEA - Google Adwords</li> </ul> <p><i>Case study : The L'Oréal Case</i> <i>Assignment: L'Oréal e-CRM strategy analysis</i></p>	<p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• Chapter 5, 6, 10, Simon Kingsnorth Pp.89-122; 183-201</li> </ul>
Week 9	<p><i>Show and Tell</i></p> <p><b>Display and Video, Mobile Marketing and Advertising, IoT</b></p> <ul style="list-style-type: none"> <li>• Understanding the transition from Online to Mobile to Social</li> <li>• Android, IOS, Windows and responsive design</li> <li>• SMS</li> <li>• Mobile as an advertising medium</li> <li>• Mobile Technologies</li> </ul>	<p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• Chapter 7, 9, Simon Kingsnorth Pp.123-148; 165-182</li> <li>• Wainwright, Corey, "The Ultimate Cheat Sheet for Mastering Mobile Marketing", <a href="https://blog.hubspot.com/blog/tabid/6307/bid/28776/the-ultimate-cheat-sheet-for-mastering-mobile-marketing.aspx">https://blog.hubspot.com/blog/tabid/6307/bid/28776/the-ultimate-cheat-sheet-for-mastering-mobile-marketing.aspx</a></li> </ul>
Week 10	<p><i>Show and Tell</i></p> <p><b>Online Analytics and Reporting</b></p> <ul style="list-style-type: none"> <li>• Big data</li> <li>• Google Analytics</li> <li>• Tools and Technology</li> <li>• Tips, Key Technics and Suppliers</li> <li>• Dashboards</li> <li>• Performance Metrics</li> <li>• ROI</li> </ul>	<p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• Chapter 14, Simon Kingsnorth Pp.259-283</li> </ul>
Week 11	<p><b>Class Title: Digital Marketing: Barriers and Considerations</b></p> <p><i>Show and Tell</i></p> <ul style="list-style-type: none"> <li>• Technology</li> </ul>	<p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• Chapter 3, Simon Kingsnorth Pp.46-65</li> </ul>

	<ul style="list-style-type: none"> <li>• Business Priorities</li> <li>• Regulation</li> <li>• ESP Model</li> <li>• Budget and Resources allocation</li> <li>• Levels of Commitment to E-Business</li> <li>• E-Business Models</li> </ul>	
<b>Week 12</b>	<b>Final Presentations</b>	

#### 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
- Hubspot.com
- Campaign.co.uk
- Adage.com
- clickz.com
- e-marketing.fr
- Frenchweb.fr
- Digitalmarketingmagazine.co.uk
- Themarketer.co.uk
- Luxurydaily.com