University of Management and Technology

School of Business and Economics

Course Title: Digital Marketing
Course Code: MK-477
Resource Person: Dr. Yasir Rashid
Department: Marketing

SBE Vision

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. xsSBE envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

SBE Mission

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. SBE will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

Program Objectives

Vision: The world has become a global village. The ever growing competition is stretching every organization's ability to achieve sustainable competitive advantage. Organizations are striving to capture every available opportunity to increase productivity. The intense global competition creates a high need for business managers who are equipped with business knowledge and who are able to keep up with the industry. Bachelor of Business Administration provides the students with all the credentials which are essential to become a good business manager or entrepreneur.

Mission:

UMT, as a provider of business education, aim to produce business graduates who can stand shoulder to shoulder with graduates from the leading Higher Education Institutes within South Asian region. We will achieve our goals by actualizing strategic partnerships with stakeholders including students; their parents; the faculty; corporate employers as well as our employees and the society at large. We will create value for both business and academia by engaging graduates in useful research and consultancy projects. School of Business and Economics has emerged as one of the best schools for business studies in Lahore , Pakistan in a considerably short span of time. We are committed to retain this excellence by offering the best BBA program in the region. All these aims will be fostered by instilling enduring values and global best practices.

Course Objectives

Digital marketing is an exciting area of marketing practice. In this course, we will cover the what, why, and how of major current approaches, including online listening and monitoring, search engine optimization, search ads, email marketing, and participating in social media. In addition to those specific topics, three key messages are woven throughout the course. First, establish habits for keeping up to date on emerging digital technologies relevant to business and to marketing and to be aware of ethical issues. Second, rise to the challenge of developing strategy to guide tactics. Third, identify data sources that allow you to define and track performance indicators for your digital marketing activities. The course is designed to get you to think like a digital marketing professional, and to give you experience with industry-relevant hands-on activities and project.

This course further prepares students with a foundational understanding of digital marketing channels and how successful marketing campaigns use the numerous online and mobile platforms supporting sustainability. This course covers the fundamentals of digital marketing including internet marketing strategies, user-generated content, search engine optimization, website design and management, inbound marketing, email marketing, social media campaigns, mobile apps, content strategy and paid search advertising.

The course includes extensive classroom discussions, a group consulting project with a business client, time constrained activities. Students will exit the course will a solid understanding of digital marketing strategies, familiarity with digital marketing tools, and experience working with a local business or non-profit to develop and implement a digital marketing campaign.

This is a hands-on course, which means you will be expected not only to understand the fundamentals, but also to apply them in your work, in class discussions, and in your group project. My goal is to give each student who is willing to work hard a concrete set of skills and competencies that make them competitive applicants for digital marketing jobs

Learning Objectives

In this course, the participants will be taken through a process of developing their own understanding of Digital Marketing through theory and practice. It is a highly practice intensified course which requires students dedication at its peak.

1. Develop Internet marketing strategy and goals
2. Select appropriate Internet marketing tools to achieve marketing & sales goals
3. Understand the strategy behind and tactical implementation of the following:
4. Content Creation and Sustainability
5. Website design and management
6. Social media
7. Search engine optimization
8. Paid search advertising
9. Email marketing
10. Ethics in Digital Marketing
11. Mobile Apps
12. Monitoring

Teaching Methodology (List methodologies used –example are given below)

Participants are expected to not only attend all classes but also fully participate in discussions in a meaningful and productive manner. This will only be possible when you come to the class well prepared. The class participation should reflect maturity of ideas, creative zest, intrusive urge for knowledge and incessant attempts to relate theory with the practice. It is a practice intensified course where <u>time constrained activities</u> will be used frequently. Students are expected to follow the tight deadline, and come through with convincing results.

STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK

Class Policy:-

- Be On Time
  You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.

- Mobile Policy
  TURN OFF YOUR MOBILE PHONE!It is unprofessional to be texting or otherwise.

- Email Policy
  READ YOUR EMAILS! You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.

- Class Attendance Policy
  A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddingsare absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F'

(Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.

- **Withdraw Policy**

  Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student.A Student withdrawing after the 12th week shall be automatically awarded "F" grade which shall count in the GPA.

- **Moodle**

  UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit http://oit.umt.edu.pk/moodle. For further query send your queries to moodle@umt.edu.pk

- **Harassment Policy**

  Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

- **Use of Unfair Means/Honesty Policy**

  Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

- **Plagiarism Policy**

  All students are required to attach a "Turnitin" report on every assignment, big or small. Any student who attempts to bypass "Turnitin" will receive "F" grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat "Turnitin", he/she will receive a second "F" that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

- **Communication of Results**

  The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

Course Outline

Course code: MK-310   Course title: Digital Marketing

Program	Undergraduate
Credit Hours	3
Duration	15 weeks
Prerequisites (If any)	Principles of Marketing, Marketing Management
Resource Person Name and Email	Dr. Yasir Rashid yasir.rashid@umt.edu.pk
Counseling Timing (Room# 3N-01)	By appointment through email and mobile number
Contact no.	0307-444-7804 (Whatsapp)
Web Links:- (Face book, Linked In, Google Groups, Other platforms)	Youtube Channel: Professor Online

Chairman/Director Programme signature……………………………….Date……………………..

Dean's signature……………………………

………………….Date……………………………………….

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation	**Marks in percentage**
Cases / Activities/ Labs (10)	40 %
Business Consulting Project Part 1	25+5 %
Business Consulting Project Part 2	25+5 %
Total	**100 %**

Recommended Text Books:

1. Digital Marketing: A Practical Approach by Alan Charlesworth (2019), 3rd Edition, New York; London;:Routledge.

2. Stokes R. (2014). E-Marketing: The Essential Guide to Digital Marketing (5th Ed.), Quirk Education Pty Ltd. ISBN: 978-0-620-56515-8

3. Chaffey, D., & Smith, P. R. (2013). E-Marketing excellence: Planning and optimizing your digital marketing (4 ed.). New York; London;:Routledge.

4. Online Articles and Resources.

Group Project

In teams of 5, you will design a digital marketing strategy for a local business or nonprofit of your choosing. The goal of the project is to take marketing concepts that are learned in class and apply them to a real marketing plan. At the end of the semester each team will present their project to the rest of the class in a 15-minute presentation followed by a 10minute Q&A session. You will also be evaluated by the members of your group for participation. If you do your fair share, you will earn the maximum grade available to you in your group.

Late Work: Late work will not be accepted, unless the student has provided me with a valid reason prior to the due date.

Course: Digital Marketing   Course code: MK-477   Book: E-Marketing: The Essential Guide to Digital Marketing (5th Ed.)

W	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Teaching Method	Assessment Criteria	Deadlines and Homework
1	Class introduction Course Introduction Assessments Overview of the course, objectives and outline Discussion on the Project			**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application		In Class
2	Marketing Fundamentals – Refresher Evolution of Marketing Discipline Eras of Marketing Introduction to Digital Marketing Changing Landscape Power of Digital Marketing Digital Audience		**STEP 1: THINK** Research, plan and strategize. Use the opportunities of digital world to meet communication, market and product challenges. Plan assets and campaigns.	**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application	**Activity 1**	In Class
3	**Chapter 2: Digital Marketing Strategy** The TCEO Model Building Blocks of a Marketing Strategy Understanding Digital Marketing Strategy Crafting a Digital Marketing Strategy			**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application	**Activity 2:**	In Class
4	**Chapter 3: Digital Market Research** Importance of Market Research for Digital Landscape			**Pre Class:** Online Lecture via YouTube	**Activity 3:**	In Class

	Type of Marketing Research in Digital Platform Social Media Analytics Using Research Data for Analytics			**In Class:** Discussion and Application		
5	Digital Consumer Behavior How Consumers are Changing Different Behavior on Different Platforms Social Policing			**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application	**Activity 4**	
6	**Chapter 4: Content Writing** How to decide what to write? Humor and Emotion? Viral Content Creation Why Digital Marketing is Ideal for Sustainability Is digital really greener than paper? • Photoshop Basics		**STEP 2: CREATE** Make beautiful assets, from websites and videos to banner adverts and applications.	**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application	**Activity 5**	In Class
7	**Chapter 5 and 6: Web and App Development using Wix.com** User Experience Design Managing Web Development and Design as a Marketing Manager			**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application	Project Part 1 Progress Update and Discussion	In Class
8	**Project Presentation**			Applied Project	Project Part 1 Due and Viva	In Class
9	Chapter 10, 11 ,12 : Search Advertising, Online Advertising and Affiliate Advertising Personal Advertisement using LinkedIN		**STEP 3: ENGAGE** Use channels to drive traffic to those assets and build Relationships with customers.	**Pre Class:** Online Lecture via YouTube	**Activity 6:**	In Class

	Lead Generation and Sales			**In Class:** Discussion and Application		
10	Facebook Ad Platform - Lab			**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application	**Activity 7:**	In Class
9	Facebook Ad Platform - Lab			**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application	**Activity 8:**	In Class
10	Google Ads- Lab			**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application	**Activity 9**	In Class
11	Google Ads- Lab			**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application	**Activity 10**	In Class
12	Chapter 9: Search Engine Optimization (SEO) Ethics in Digital and Social Media Marketing Ethics in Online Marketing: Does Brand Morality Matter? 7 Fundamental Ethics of Social Media Marketing			**Pre Class:** Online Lecture via YouTube **In Class:** Discussion and Application	Final Project Discussion	In Class
13	Chapter 18: Managing Data Analytics		**STEP 4: OPTIMIZE**	**Pre Class:** Online Lecture via YouTube	Activity X : Retake	In Class

	Understanding Analytics from Facebook, Google Ads and YouTube Networks		Track and analyze to understand how assets and campaigns are performing. Derive insight to improve and test assets and campaigns.	**In Class:** Discussion and Application	Google Analytics Exercise Social Baker Exercise	
14 & 15	Project Report due & Presentations/viva			Applied Project		In Class