



**University of Management and Technology**

<b>Course Code:</b>	<b>MK-477</b>
<b>Course Title:</b>	<b>Digital Marketing</b>

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Contact Hours:	Tuesday & Wednesday 2:00 pm to 4:45 pm
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Programme:	BBA (H), BBIS
Section	A & B
Semester:	Fall 2022
Course Pre-requisites:	Principles of Marketing
Credit Hours:	3
Course Type:	Elective
Venue/Day/Time:	1N-12, Tuesday, 2:00 pm-4:45 pm 2N-1, Wednesday, 2:00 pm-4:45 pm
Course URL (if any):	--

<b>Course Description:</b>
<p>Digital Marketing – MK 477 explores digital marketing as a subset of a larger set of concepts and theories within the marketing discipline. Marketers make considerable use of interactive digital technologies: the Internet, interactive TV, SMS communications, electronic kiosks, etc. They do so to achieve a variety of goals: market intelligence provision, developing new business models, building customer profiles, direct and interactive communications, placing goods with customers through virtual stores, and working with customers to develop innovative new products and services. These activities present management with exciting opportunities, reveal new sources of competition, and also demand a re-evaluation of core competencies.</p> <p>Topics in this course include digital business models and digital marketing plan, online consumer behaviors, social media marketing, search engine marketing, conversion optimization and using web analytics and data in digital marketing.</p>



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**Course Teaching Methodology:**

This course is based on hands-on activities, case study analysis, assignments, presentations, and a practical project. 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, and intrusive urge for knowledge and incessant attempts to relate theory with the practice. It is a practice intensified course where time constrained activities will be used frequently. Students are expected to follow the tight deadline, and come through with convincing results.

The classes will remain participant-centered and students will be encouraged to participate in class discussions. The students may be able to understand the insights about Digital Marketing philosophy by studying the course.

**Program Educational Objectives (POs):**

PEO-1	To incorporate within the curriculum major emphasis on the development of students' fundamental learning skills, for example: reasoning and quantitative abilities; as well as communication and computing skills which they will need for responsible leadership roles in their careers.
PEO-2	To prepare students to take up careers in Marketing, Finance, Information Systems, Entrepreneurship, Management, International Business and Supply Chain Management in leading organizations.
PEO-3	To train the students to develop an understanding and appreciation of the global business environment.
PEO-4	To meet the demand of corporate world for managers who are equipped with business knowledge and are able to cope with constantly rising business needs.
PEO-5	To ensure that employability of student is at the maximum based on their potential and learning orientation. Create a transformational learning environment that enhances their business acumen.

**Program Learning Outcomes (PLOs):**

**After completing this degree programme, students shall be able to:**

		<b>Mapping the PLOs with POs</b>
PLO-1	Understand the Concepts related to Business and subject matter	PO1
PLO-2	Develop understanding about multiple facets and domains of business environment	PO2
PLO-3	Acquire the Knowledge to allow for the graduates to understand how the international community works and what type of solutions are needed in dynamic global business world	PO1, PO4
PLO-4	Able to understand the internal and external environment; How it operates and affects the business environment. Create solutions to provide answers for the new and challenging solutions prevalent within the business world	PO1, PO4



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PLO-5	Understand the National and International political economics and its effects on the business World. Be up to speed to create the impact that is needed at the time for the organizations	PO1, PO5
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<b>Course Objectives (COs)</b>	
CO-1	To appreciate and understand the spirit, challenges, and rewards of digital marketing
CO-2	To prepare students for future roles in digital marketing and as such to familiarize students with the key marketing issues in the developing field of electronic marketing studies and practice.
CO-3	To effectively assess digital marketing opportunities
CO-4	To ensure that as marketing managers, students are adept at integrating effective and efficient digital strategies into traditional marketing planning.
CO-5	To improve students' ability to understand, analyze, and apply current research and trends in digital marketing

<b>Course Learning Outcomes (CLOs):After completing this course, students shall be able to:</b>		
CLO-1	Identify and apply digital marketing knowledge to business situations in local and global environment.	PEO 1, PEO 2, PEO 3, PLO 1, PLO 3, CO 1, CO 4
CLO-2	Identify and research digital marketing issues in business situations, analyze the issues, draw appropriate and well-justified solutions, and develop and evaluate an effective digital marketing plan.	PEO 1, PLO 1, PLO 2, CO 4, CO 5
CLO-3	Effectively communicate digital marketing knowledge in oral and written contexts.	PEO 1, PEO 2, PEO 5, PLO 1, PLO 2, CO 1, CO 2
CLO-4	Critically review digital marketing decisions on the basis of social, environmental and cultural considerations.	PEO 4, PLO 2, PLO 3, CO 3, CO 4
CLO-5	Identify the main success factors in managing a digital campaign, Evaluate the advantages and disadvantages of each digital media channel for marketing communications	PEO 3, PEO 4, PLO 1, PLO 2, PLO 3, CO 1, CO 3

<b>Assurance of Learning and Assessment Items:</b>	
<i>Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs</i>	
<b>Assessment Item</b>	<b>Application/ Objectives PLO / CO / CLO</b>



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Assignments	PLO-1,2; CO-1,2,3; CLO-1,2,3
Case Study Analysis	PLO-1,2,3,4; CO-2,4,5; CLO-1,2,5
Presentations	PLO-2,4; CO-3,5; CLO-1,3
Mid-term Project	Most of stated PLOs, COs, and CLOs
Hands-on Activities	Most Stated PLOs, Cos and CLOs
Practical Project 1	Most of stated PLOs, COs, and CLOs
Final examination	Most of stated PLOs, COs, and CLOs

<b>Assessment Structure and Grading Policy*:</b>		
<b>Assessment Item</b>	<b>Weight (%)</b>	<b>Execution Plan</b>
Assignments	8%	3 -4 Assignments
Case Study analysis	8%	4 Case studies
Presentations	20%	1 in 5 <sup>th</sup> week, 1 in 9 <sup>th</sup> week, 1 in 14 <sup>th</sup> week
Hands-on Activities	12%	3 Activities
Mid-term Project	12%	One-time assessment
Practical Project Final	20%	One-time assessment
Final examination	20%	One-time assessment
<b>Total</b>	<b>100</b>	

**Notes – Norms and Important Class Policies:**  
(such as submission guidelines, academic honesty, make-up policy, code of conduct)

**Class Policy:**  
You are required to be in class at the assigned time. If you arrive more than ten minutes late, you will be marked absent.

**Mobile Policy:**  
Switch off your mobile phones while in class.

**Email Policy:**  
You will be responsible if you miss a deadline because you did not read your email. Participants should regularly check their University email account.

**Class Attendance Policy:**  
A minimum 80% attendance is required for a participant to be eligible to sit in the final examination. Reporting sick and attending family functions (such as a wedding) will be considered as absent. Participants with less than 80% attendance in a course will be given grade 'F' (Fail) and will not be allowed to take the final exam. An 'F' grade will negatively impact student's CGPA.

**Withdrawal Policy:**  
Students may withdraw from a course till the end of the 12th week of the semester. In such a case, a grade 'W' will be awarded. A 'W' grade will not impact student's CGPA. A student withdrawing after the 12th week will be awarded 'F' grade, which will negatively impact CGPA.

**Harassment Policy:**  
Sexual or any other form of harassment through physical, verbal or electronic (mobile, email, etc.) means is constituted as punishable offence. Such actions will not be tolerated.

**Use of Unfair Means/Honesty Policy:**  
Any participant found using unfair means or assisting another participant during a class test, quiz, assignment, examination, etc. will be liable for strict disciplinary action.

**Plagiarism Policy:**

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Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. The participants will submit the plagiarism report to the resource person with every assignment, report, project, thesis, etc. A participant who fails to submit the 'Turnitin' report will receive 'F' grade that will count towards CGPA. If participants attempt to cheat 'Turnitin,' they will receive an additional 'F' that will count towards their CGPA. Look up the Student Handbook for further information on rules and regulations regarding plagiarism while submitting final report and other documents.

**NOTE: STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE STUDENT HANDBOOK.**

*\*Rubrics for all assessments (including mid and final exams) will be provided separately to the students.*

Weekly Sessions Plan:			
Week	Topics / Contents	Activity	Resource
1	Class introduction Overview of the course, objectives and outline Discussion on the Project Marketing Fundamentals - Refresher	Lecture and Activity	<b>Activity 0</b> Brand Me Up
2	Introduction to Digital Marketing Changing Landscape The TCEO Model Power of Digital Marketing Digital Audience	Lecture	
3	<b>Chapter 2: Digital Marketing Strategy</b> Building Blocks of a Marketing Strategy Understanding Digital Marketing Strategy Crafting a Digital Marketing Strategy	Lecture and Activity	<b>Activity 1:</b> Nike Digital Strategy
4	<b>Chapter 3: Digital Market Research</b> Importance of Market Research for Digital Landscape Type of Marketing Research in Digital Platform <ul style="list-style-type: none"> <li>Using Research Data for Analytics</li> </ul>	Lecture and Activity	<b>Activity 2:</b> Dig it Out
5	<b>Chapter 4: Content Writing</b> How to decide what to write? Humor and Emotion? Viral Content Creation Why Digital Marketing is Ideal for Sustainability <ul style="list-style-type: none"> <li>Is digital really greener than paper?</li> </ul>	Lecture and Activity	<b>Activity 3:</b> <b>Socialbaker.com</b> <b>SurveyMonkey.com</b>
6	<b>Chapter 5: User Experience Design</b>	Lecture and Discussion	<b>Project Update Discussion</b>

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7	<ul style="list-style-type: none"> <li><b>Chapter 6: Managing Web Development and Design as a Marketing Manager</b></li> </ul>		Project Part 1 Progress Update and Discussion		
8	Project Presentation			Applied Project	Project P
9	<b>Chapter 8: Customer Relationship Management</b> <ul style="list-style-type: none"> <li><b>Chapter 10: Search Advertising</b></li> </ul>	Lecture and Activity	<b>Activity 4: Wix Designing</b>		
10	<ul style="list-style-type: none"> <li>Chapter 10, 11, 12 : Search Advertising, Online Advertising and Affiliate Advertising</li> </ul>	Lecture and Activity	<b>Activity 5: Ad Designing</b>  Facebook Advertising Exercise 1		
9	<ul style="list-style-type: none"> <li>Chapter 9: Search Engine Optimization (SEO)</li> </ul>	Lecture			
10	Ethics in Digital and Social Media Marketing Ethics in Online Marketing: Does Brand Morality Matter? <ul style="list-style-type: none"> <li>7 Fundamental Ethics of Social Media Marketing</li> </ul>	Lecture	Discussion		
11	Chapter 14: Social Media Channels <ul style="list-style-type: none"> <li>Chapter 15: Social Media Strategy</li> </ul>	Lecture and Activity	<b>Activity 6: Presence Review</b>		
12	Chapter 16: Email Marketing <ul style="list-style-type: none"> <li>Chapter 17: Mobile Marketing</li> </ul>	Lecture and Activity	Final Project Discussion		
13	Chapter 18: Managing Data Analytics Chapter 19: Conversation Optimization	Lecture	Google Analytics Exercise  Social Baker Exercise		
14 & 15	Project Report due & Presentations/viva				Applied Project

**Primary Text Book (s):**

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: strategy, implementation & practice*. Pearson uk.

**Reference / Supplementary Reading (s):**

Digital Marketing Book:

<https://www.pearson.com/uk/educators/higher-education-educators/program/Chaffey-Digital-Marketing-7th-Edition/PGM2199960.html>

**Useful Online / Web Resources:**



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<http://altimetergroupdigitaltransformation.com>

[www.entrepreneur.com](http://www.entrepreneur.com)

[www.inc.com](http://www.inc.com)

[www.forbes.com](http://www.forbes.com)

[www.smallbiztrends.com](http://www.smallbiztrends.com)

<http://blog.hubspot.com>

[www.coursera.org](http://www.coursera.org)

[www.udemy.com](http://www.udemy.com)

[www.neilpatel.com](http://www.neilpatel.com)

[www.moneyunder30.com](http://www.moneyunder30.com)

[www.crazyaboutstartups.com](http://www.crazyaboutstartups.com)

[www.businessrecorder.com](http://www.businessrecorder.com)