



University of Management and Technology

Course Code:	MK630
Course Title:	Digital Marketing

Resource Person:	
Email:	
Contact Hours:	
Office Address:	
Programme:	
Section	
Semester:	
Course Pre-requisites:	
Credit Hours:	
Course Type:	
Venue/Day/Time:	
Course URL (if any):	

Course Description:
<p>The unprecedented success of the smartphone fundamentally changes the way how customers and business will interact in the future. The digital environment allows for rapid creation of businesses and tools because of downward shift in cost (e.g. cloud computing). Companies like Amazon and Apple clearly set a new expectation level for all industries. The customer expects a new level of interaction, convenience and customer service: best-in-class interfaces, personalized service and real-time fulfillment with no mistakes. This describes the new digital marketing space.</p> <p>While marketing remains marketing and the 4P concept can essentially be used to analyze companies, there are clearly some fundamental changes regarding how we execute the 4P. These developments occur largely in a new digital customer-business interaction space. This course is about providing a systematic understanding of the drivers and their impact towards this new digitally marketing space and how the 4Ps have to be systematically adapted in order to maintain an effective customer relationship.</p>

University of Management and Technology

Course Teaching Methodology:

This course is based on case study analysis, assignments, presentations, and an academic project. The course will improve the presentation skills of the students as well. 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.

Programme Educational Objectives (PEOs):

PEO-1	To inculcate reasoning, analytical, and decision-making skills.
PEO-2	To provide real-life work experience and promote out-of-the-box thinking by looking at problems and situations from different perspectives.
PEO-3	To develop future leaders, managers, and entrepreneurs who can pursue their dreams and develop life-long learning skills in the broader context of innovation and technological developments and also realize the importance of learning, unlearning, and relearning philosophy necessary to excel in business and management.
PEO-4	To ignite the passion for entrepreneurship.
PEO-5	To expose students to important moral, social, and economic issues and related principles of ethics and giving them perspectives and tools to resolve given issues.
PEO-6	To develop strong communication and people skills in graduates, enabling them to lead and manage a team or an organization.

Programme Learning Outcomes (PLOs): After completing this degree programme, students shall be able to:

		Mapping the PLOs
PLO-1	Critically analyze complex business situations and take appropriate decisions.	PEO-1,3,5
PLO-2	Work under pressure and successfully cope with challenging work demands.	PEO-2
PLO-3	Apply organizational theories, models, and frameworks to the real-world business situations to successfully resolve given issues.	PEO-1,2
PLO-4	Communicate effectively and give professional business presentations.	PEO-6
PLO-5	Analyze and evaluate market opportunities and develop viable business plans.	PEO-2,4
PLO-6	Use digital technologies and data analytics tools to make informed decisions.	PEO-1,3

Course Objectives (COs)

CO-1	To appreciate and understand the spirit, challenges, and rewards of digital marketing
CO-2	To understand the sources and opportunities for being digital marketers
CO-3	To effectively assess digital marketing opportunities
CO-4	To understand special issues that might be facing by digital marketers
CO-5	To enhance problem solving and decision-making abilities in these operational areas of digital marketing; and to provide students with a forum (both written and verbal) for presenting and defending their own recommendations

University of Management and Technology

Course Learning Outcomes (CLOs):After completing this course, students shall be able to:		
CLO-1	Ensure the key concepts of digital marketing, Explain the relevance of different types of digital platforms and digital media to marketing, Identify the key differences between customer communications digital marketing and traditional marketing.	
CLO-2	Identify the elements of an organisation's online marketplace that have implications for developing a digital marketing strategy, identify how the micro and macro-environment affects an organisation's digital marketing strategy, planning, implementation and performance	
CLO-3	Relate digital marketing strategy to marketing and business strategy, Apply the elements of the marketing mix in an online context	
CLO-4	Assess the relevance and alternative approaches for using digital platforms for customer relationship management and Marketing Automation, Describe the different stages needed to create an effective website, mobile app or social media presence	
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	
CLO-6	Understand terms and tools used to measure and improve digital marketing Effectiveness, understand online consumer behaviour, and more specifically how consumer profiles and online experiences shape and influence the extent to which individuals are likely to engage with the digital marketplace	

Assurance of Learning and Assessment Items:	
<i>Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs</i>	
Assessment Item	Application/ Objectives PLO / CO / CLO
Quiz+ Assignments	PLO-3,4; CO-3; CLO-6
Case study analysis	PLO-1,3,4; CO-3,4,5; CLO-2,3,6
Presentations on selected research articles	PLO-4; CO-3,4; CLO-3,6
Mid-term exam	Most of stated PLOs, COs, and CLOs
Final project Presentation	PLO-4; CO-3,4; CLO-3,6
Final examination	Most of stated PLOs, COs, and CLOs

Assessment Structure and Grading Policy*:		
Assessment Item	Weight (%)	Execution Plan
Quiz+ Assignments	10%	4 quizzes + Assignments
case study analysis	10%	4 Case studies
Presentations on selected research articles	10%	Class presentations+ article discussion



University of Management and Technology

Project + Presentations	20%	One-time assessment
Mid-term exam	20%	One-time assessment
Final examination	30%	One-time assessment
Total	100	

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:

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.*

University of Management and Technology

Weekly Sessions Plan:

Week	Topics / Contents	Activity	Application/Objectives PLO / CO / CLO
1	<ul style="list-style-type: none"> Introduction to the Course; Course Outline Explanation; Course Expectations Assessments; how have digital technologies transformed marketing? Definitions – what are digital marketing and multichannel marketing? 	Class lecture + term paper discussion + research article discussion	CO-1,2; PLO-2, CLO 1-4
2	<ul style="list-style-type: none"> Introduction to digital marketing strategy Introduction to digital marketing communications 	Class lecture + term paper discussion + research article discussion	CLO 1-4, CO-3, PLO-2
3	<ul style="list-style-type: none"> Situation analysis for digital marketing The digital marketing environment Understanding customer journeys Consumer choice and digital influence Online consumer behaviour and implications for marketing Competitors Suppliers New channel structures Business models for e-commerce 	Quiz + Class lecture + term paper discussion + research article discussion	PLO-3; CO-2; CLO-1,2
4	<ul style="list-style-type: none"> The rate of environment change Technological forces Economic forces Political forces Legal forces Social forces Cultural forces 	case study analysis + class lecture	PLO-3,4; CLO-2,3; CO-2
5	<ul style="list-style-type: none"> The need for an integrated digital marketing strategy How to structure a digital marketing strategy 	Quiz Class + lecture + term paper discussion	PLO-3,4; CLO-3; CO-3
6	<ul style="list-style-type: none"> Strategy formulation for digital marketing Case Study Analysis 	Quiz Class + lecture + term paper discussion + Case Analysis	PLO-3,4; CLO-3,4; CO-4
7	<ul style="list-style-type: none"> Planning website design and redesign projects Initiation of the website project Defining site or app requirements 	Class lecture + term paper discussion + Case Study Analysis	PLO-3,4; CLO-4; CLO-4

University of Management and Technology

	<ul style="list-style-type: none"> • Designing the user experience • Case Study Analysis 		
8	MID-TERM EXAM		
9	<ul style="list-style-type: none"> • Development and testing of content • Online retail merchandising • Site promotion or 'traffic building • Service quality 	Class lecture + term paper discussion + research article discussion	PLO-3,4; CLO-4; CO-5
10	<ul style="list-style-type: none"> • The characteristics of digital media • Goal setting and tracking for interactive marketing communications • Campaign insight • Segmentation and targeting • Offer, message development and creative • Budgeting and selecting the digital media mix • Integration into overall media schedule or plan • Case Study Analysis 	Class lecture + presentations + Case Analysis	PLO-5; CO-4,5; CLO-4
11	<ul style="list-style-type: none"> • Search engine marketing • Online public relations • Online partnerships including affiliate marketing • Interactive display advertising • Opt-in email marketing and mobile text messaging • Social media and viral marketing • Offline promotion techniques 	Class lecture + Case Analysis	PLO-5; CO-4,5; CLO-4,5
12	<ul style="list-style-type: none"> • Performance management for digital channels • Customer experience and content management process • Responsibilities for customer experience and site management 	Class discussion+ Quiz + Case Analysis	PLO-5,6; CO-4; CLO-5,6
13	<ul style="list-style-type: none"> • The consumer perspective: online consumer behaviour • The retail perspective: online retailing • Implications for e-retail marketing strategy • Case Study Analysis 	Class lecture + case analysis	PLO-6; CO-6; CLO-6
14	<ul style="list-style-type: none"> • Types of B2B organisational marketing and trading environments 	Class lecture	PLO-3; CO-3,4; CLO-6

University of Management and Technology

	<ul style="list-style-type: none"> Using digital marketing to support customer acquisition in B2B marketing Options for online inter-organisational trading How digital technologies can support B2B marketing Digital marketing strategies 		
15	Article discussion + project presentation	Class lecture + Project presentation	PLO-3; CLO-6; CO-1,
16	FINAL EXAM		

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:

1. Altimeter (<http://altimetergroupdigitaltransformation.com>). US analyst with free reports on Digital Transformation and Social Business.
2. ClickZ Experts (www.clickz.com/experts). An excellent collection of articles on online marketing communications. US-focussed.
3. Direct Marketing Association UK (www.dma.org.uk). Source of up-to-date data protection advice and how-to guides about online direct marketing.
4. Econsultancy.com (www.econsultancy.com). UK-focussed portal with extensive supplier directory, best-practice white papers and forum.
5. eMarketer (www.emarketer.com). Includes reports on media spend based on compilations of other analysts. Fee-based service.
6. iMediaConnection (www.imediaconnection.com). Articles covering best practice in digital media channels.
7. Interactive Advertising Bureau (www.iab.net). Best practice on interactive advertising.
8. See also www.iabuk.net in the UK.
9. The Interactive Media in Retail (www.imrg.org). Trade body for e-retailers reporting on growth and practice within UK and European e-commerce.
10. Mary Meeker (www.kpcb.com/insights). An analyst at Kleiner Perkins Caufield Byers
11. hub page: www.smartinsights.com/manage-digital-transformation .