Resource Person: Osaidur Rehman

Semester: Fall 2017

Course Title: Digital Marketing Communication

Course Code: XX-500

Course Type: Applied

Pre-Requisite: Introduction to Marketing

Counseling Hours: Class Day

Program: Masters of Marketing Management

Program Head: Mr. Syed Ali HussainBukhari

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|  | **Name** | **Signature** | **Date** |
| **Checked By**(Program Head) | Mr. Syed Ali Hussain Bukhari |  |  |
| **Approved By**(Director SPA) | Dr. Naveed Yazdani |  |  |

**Course Description& Format**

This course focuses on those digital marketing strategies which are widely regarded as key to effectively communicating with today’s online customers. Digital marketing, as examined in this course, is based on the imperatives of ubiquitous access, consumer engagement and the democratization of media. The course concentrates on three interrelated components, digital marketing and it’s foundations in direct marketing and relationship marketing.

This course is basically aimed at inculcating Team Building Skills development among the students.

**Course Instructional Objectives**

1. Acquire an understanding of the Digital Marketing skills and its significance required within the industry including its role in organizational strategic management.
2. Analyze and effectively cope with the challenges of Digital Marketing Strategies in an organization.

**Course Student Objectives**

1. Explore the role that direct marketing has played in development of the science of marketing. Specifically, measuring results, relationship marketing and DM's deep connection to digital marketing.
2. Develop effective processes for the creation of an integrated digital marketing plan and its execution.
3. Explain how analytics, including the application of technology-specific tools, an contribute to long-term customer relationships and drive business profitability.
4. Explore the strong connection and enabling nature of digital marketing to entrepreneurship.

**Course Contents**

Following is the session-wise breakup of the course:

**Session 1: Introduction to Digital Marketing**

* One-to-one introduction- through ice breaking activity
* Course Introduction, Teaching & Assessment Methodology
* Distribution of Course Outlines
* Setting up of Norms
* A brainstorming discussion on what is a DM and what are Digital Marketing skills.

**Learning Outcomes**

The main learning objective of the session is to provide a basic and conceptual understanding the concept of “Digital Marketing” and its importance in organizations.

**Session 2: Introduction: Traditional Marketing Product to Digital Products**

How new digital tools are enabling customers to take a more active role in developing and branding the products they consume.

**Activity 1**

* Giesler, M. (2012). [How doppelgänger brand images influence the market creation process: Longitudinal insights from the rise of Botox cosmetic](https://archive.ama.org/archive/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20Marketing/TOCs/SUM_2012.6/doppelganger-brand-images.aspx). Journal of Marketing, 76(6), 55–68

**Learning Outcomes**

The main learning objective of the reading is to provide a basic and conceptual understanding oftraditional marketing product converting into digital marketing product creation.

**Session 3: Digital Tools for Persuading Customers to Buy Your Products, Effectively Distributing Your Products and Setting the Right Prices for Your Products**

* Learn how new digital tools are enabling customers to take a more active role in promotional activities.
* Learn how new digital tools are dramatically altering the distribution of products and revolutionizing the retail landscape.
* Learn how new digital tools are enabling customers to take a more active role in both evaluating and setting the prices they pay for the products they buy.

**Activity 2**

* Dhar, V., & Chang, E. A. (2009). Does chatter matter? The impact of user-generated content on music sales. Journal of Interactive Marketing, 23(4), 300–307.
* Kain, E. (2013, May 30). Why digital distribution is the future and GameStop is not: Taking the long view on used games. Forbes.
* Kalb, I. (2013, October 2). Three ways companies decide the price of a product. Business Insider.

**Learning Outcomes**

The main learning objective of the reading is to provide a basic and conceptual understanding of traditional marketing product converting into digital marketing promotion, price and placement.

**Session 4: Search Engine Optimization (On-Page)**

* Recognize the differences amongst strategies in key areas of SEO
* Use On-page SEO techniques to optimize keywords in meta data
* Complete a competitive analysis on a web page
* Identify meta-tags and use these to make recommendations for On-page SEO

**Activity 3**

* In Class Title Tag Assignment
* In Class Meta Description Analysis

**Learning Outcomes**

The main learning objective of thisassignment is critical analyse On-Page SEO components and implement it.

**Session 5:Search Engine Optimization (Off-Page & Technical)**

* Define Off-page SEO and understand building links to your site
* Interpret brand recognition through social media
* Review link analysis and how social media can help improve your page authority
* Define Technical SEO and explain some of the basic aspects of this strategy
* Create sitemaps and robot.txt files.
* Identify how to employ best practices in your Technical SEO strategy

**Activity 4**

Hands on experience of On-Page, Off-Page and Technical in computer lab.

**Learning Outcomes**

The main learning objective of thisassignment is critical analyse Off-Page & Technical SEO components and implement it.

**Session 6: Search Engine Optimization (Keyword Research)**

* Discover a variety of strategies for developing keywords for your site
* Examine keyword theory and understand the common behaviours of web searchers
* Use a variety of SEO tools to conduct an audience and learn how to use this data to develop personas of your ideal buyer.

**Activity 5**

Extensive workshop and hands on experience in doing Keyword research.

**Learning Outcomes**

The main learning objective of thisworkshop is critical analyse Keyword research in SEO components and implement it.

**Session 7: Content Marketing**

* Explain content marketing; & how to developa content strategy for an organization
* Discuss resource commitments required to support the content marketing plan

**Activity 6**

Readings:

* Copywriting 101
* How to Create Content That Converts
* How to Write Magnetic Headlines

**Learning Outcomes**

The main learning objective of the reading is to provide an understanding of content marketing in context of digital marketing.

**Session 8: Mid-Term Exam**

**Session 9: Social MediaMarketing**

* Discuss the fundamental concepts behind social media; where content is king, the importance of channel orchestration and providing users with social currency.
* Define the rules of engagement in social media and what the benefits are said (“buzz”} online is a crucial step in the online reputation management process.
* Social Media Anlaytics

**Activity 7+ Quiz 1**

Class activity on Social Media Marketing Strategy.

**Learning Outcomes**

Major learning outcome of this session is to introduce students to the practice ofsocial media marketing for better outcome at team level for solving problems and making wise decisions.

**Session 10: Social Media Marketing (Workshop on real time Facebook Campaign)**

* Extensive workshop on Facebook campaign setting.
* Selection of target audience
* Campaign running.
* Analysis of traffic

**Activity 8**

Workshop on Social Media (Facebook) campaign management.

**Learning Outcomes**

Hands on experience with Facebook to set, run and analyse Facebook campaign.

**Session 11: Email Marketing**

* Email Marketing and Business
* Sending the right message
* Contact and segmentation management
* The component of high-performing email
* Email design and functionality

**Activity 9**

Quiz

**Learning Outcomes**

It will teach, how lifecycle marketing, segmentation, email design, deliverability, analytics and optimization come together to create an email marketing strategy that grows your business, and your career.

**Session 12: Marketing Analytics (Resource Allocation & Metrics for Brand Assets)**

* Why marketing analytics
* The resource allocation process
* Digital media attribution
* Snapple and brand value
* Measuring brand value

**Activity 10**

Design, plan and execute a simulation session for class students to facilitate a healthy competition among team members.

**Learning Outcomes**

The main learning objective of the training session is to provide an understanding on important characteristics of the marketing analytics.

**Session 13: Marketing Analytics (Customer Life-Time Value and Regression Basics)**

* Calculating CLV
* Using CLV to Make Decision
* CLV: A Forward-Looking Measure
* Using regression analysis and outputs
* Using Price Elasticity to Evaluate Marketing

**Activity 10**

* Quiz with case study

**Learning Outcomes**

The main learning objective of the quiz to give understanding of marketing analytics through statistical modelling.

**Session 14: Paid Marketing (Google Adword)**

* Setting up an Adword campaign
* Measuring and optimizing performance

**Activity**

Quiz

**Learning Outcomes**

The main learning objective of the objective is to provide an understanding about Google adword.

**Session 15: Conclusion**

Conclusion of the course

Discussion on paper pattern

**Recommended Book (s) & Text:**

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Rayan and Calvin Jones

**ASSESSMENT METHODOLOGY**

|  |  |
| --- | --- |
| Class Participation | 5% |
| In-Class Activities | 5% |
| Attendance | 10% |
| Assignment + Quiz | 10% |
| Presentations | 15% |
| Mid Term Exam | 20% |
| Final Term Exam | 35% |
| **Total** | **100%** |

**Note:** Detail description of every aforementioned assessment activity will also be provided in the class.

**Personal Ethics**

It is expected that both the stakeholders (teacher & students) will adhere to decorum of professional and ethical conduct. Cheating, plagiarism (submitting the language, ideas, thought or work of another as one’s own) or otherwise indulging in un-fair means to obtain a grade under false pretenses will result in severe disciplinary action leading to removal from the course. Any deliverables found falling in such category will result in straight Zero without further re-submission.

**CALENDAR OF ACTIVITIES**

|  |  |  |
| --- | --- | --- |
| **Week** | **Contents** | **Tasks/Activities** |
| 1 | A revision of the basics of the subject Digital Marketing + Orientation | Orientation and Course Outline Discussion |
| 2 | Reading: Giesler, M. (2012). [How doppelgänger brand images influence the market creation process: Longitudinal insights from the rise of Botox cosmetic](https://archive.ama.org/archive/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20Marketing/TOCs/SUM_2012.6/doppelganger-brand-images.aspx). Journal of Marketing, 76(6), 55–68 | Class Activity |
| 3 | Reading:* Dhar, V., & Chang, E. A. (2009). Does chatter matter? The impact of user-generated content on music sales. Journal of Interactive Marketing, 23(4), 300–307.
* Kain, E. (2013, May 30). Why digital distribution is the future and GameStop is not: Taking the long view on used games. Forbes.
* Kalb, I. (2013, October 2). Three ways companies decide the price of a product. Business Insider.
 | Class Activity |
| 4 | Gazette Holiday 9th Muharram |  |
| 5 | * Title Tag Assignment
* Meta Description Analysis
 | Class Activity |
| 6 | Hands on experience of On-Page, Off-Page and Technical in computer lab. | Computer Lab Activity |
| 7 | Extensive workshop and hands on experience in doing Keyword research by using in-market tool i.e. Moz. | Computer Lab Activity |
| 8 | Mid-Term Exam |  |
| 9 | Readings:* Copywriting 101
* How to Create Content That Converts
* How to Write Magnetic Headlines
 | Class Activity |
| 10 | * Discuss the fundamental concepts behind social media; where content is king, the importance of channel orchestration and providing users with social currency.
* Define the rules of engagement in social media and what the benefits are said (“buzz”} online is a crucial step in the online reputation management process.
* Social Media Anlaytics
 | Quiz |
| 11 | Workshop on Social Media (Facebook) campaign management. | Computer Lab Activity (Workshop) |
| 12 | * Email Marketing and Business
* Sending the right message
* Contact and segmentation management
* The component of high-performing email
* Email design and functionality
 | Quiz |
| 13 | Design, plan and execute a simulation session for class students to facilitate a healthy competition among team members. | Class Activity |
| 14 | * Calculating CLV
* Using CLV to Make Decision
* CLV: A Forward-Looking Measure
* Using regression analysis and outputs
* Using Price Elasticity to Evaluate Marketing
 | Quiz with Case Study |
| 15 | * Google Adwords and Course conclusion
 | Quiz |