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| Department: Business Administration | | Program: MBA | |
| Course Name | Digital Marketing | Course Code | MKT 622 |
| Pre-requisite | Not Applicable | Credit Hours | 3 |

Brief Description

- This course introduces the convergence taking place in marketing concepts, shifting from traditional to digital practice. The course integrates digital strategy into wider marketing and wider organization strategy starting with planning for digital marketing. It also includes building and optimizing a winning paid search strategy, effective design ecommerce and user experience – managing loyalty CRM and data, measuring success through data analytics and reporting. The course also includes cases for problem solving.

Course Objectives

After completion of this course the student will be able to:

- List the factors that help in designing a digital marketing strategy.
- Assess the social media landscape and align your strategy with the customer journey.
- Compare and contrast success in different digital marketing through data analytics and reporting.
- Discuss the importance of search engine optimization in making alterations to your website.
- Describe the importance of well written content in various digital marketing platforms.
- Access the importance of critical thinking skills in developing various digital marketing campaigns.
- Evaluate the importance of commitment to ethics, autonomy and professionalism in the digital marketing campaigns.

Course Learning Outcomes

- Distinguish between concepts, principles, and theories of Digital Marketing
- Apply the concepts, principles, and theories in different Digital Marketing situations
- Demonstrate written communication skills in Digital Marketing
- Have oral communication skills in Digital Marketing
- Have skills of using computer applications in Digital Marketing
- Have scientific research skills in the field of Digital Marketing
- Have the skills of critical thinking and analysis in the fields of Digital Marketing
- Have the skills in strategic thinking and finding solutions in business administration
- Believe, and practice sustainability in Digital Marketing
- Have the skills of leadership, teamwork, and decision making in Digital Marketing
- Have the ability to distinguish between ethical issues in Digital Marketing
- Have the competence of social responsibility in the fields of Digital Marketing
- Have the competence to deal with cultural diversity in Digital Marketing

| Course Topics | | | |
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| <ul style="list-style-type: none"> ➤ Introduction to digital marketing ➤ Understanding the digital ecosystem - Integrating digital into the wider organization strategy ➤ Understanding the evolving digital consumer market ➤ Barrier consideration and data protection in digital economy ➤ Enabling technologies for online marketing and digital transformation ➤ Digital marketing strategy - objective, team and budgeting ➤ SEO strategy and organic technique ➤ Tailoring social media strategy and lead generation to deliver results ➤ Personalizing the customer journey and digital experience ➤ Effective design of ecommerce and user experience ➤ Managing loyalty CRM and databases ➤ Measuring success through data analytics and reporting | | | |
| Text Book | | | |
| <ul style="list-style-type: none"> ➤ Kingsnorth, S. (2019). <i>Digital marketing strategy: an integrated approach to online marketing</i>. Kogan Page Publishers, London. | | | |
| Additional References | | | |
| <ul style="list-style-type: none"> ➤ Chaffey, D. and Smith, P. (2017), <i>Digital Marketing Excellence</i>, Routledge, OX | | | |
| Online Resources | | | |
| <ul style="list-style-type: none"> ➤ https://hbr.org/2016/08/to-get-more-out-of-social-media-think-like-an-anthropologist ➤ https://www.economist.com/business/2015/08/27/a-brand-new-game | | | |
| Course Outline | | | |
| Week | Hours | Topics | Remarks |
| 1 | 3 | Introduction - The foundation of digital marketing | |
| 2 | 3 | Understanding the digital ecosystem - Integrating digital into the wider organization system | |
| 3 | 3 | Understanding the evolving digital consumer market | |
| 4 | 3 | Barrier consideration and data protection in digital marketing | |
| 5 | 3 | Enabling technologies for online marketing and digital transformation | |
| 6 | 3 | Planning for digital marketing strategy - objective, team and budgeting | |
| 7 | 3 | Midterm Exam | |
| 8 | 3 | SEO strategy and organic technique; Building and optimizing a winning paid search strategy | |
| 9 | 3 | Display advertising and programmatic targeting | |

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| 10 | 3 | Tailoring social media strategy - lead generation that delivers results | |
| 11 | 3 | Content strategy: a key pillar of success; Personalizing the customer journey and digital experience | |
| 12 | 3 | Effective design ecommerce and user experience – managing loyalty through CRM | |
| 13 | 3 | Providing a smooth online service and customer experience | |
| 14 | 3 | Measuring success through data analytics and reporting, Putting together your digital marketing strategy | |
| 15 | 3 | Presentations | |

| Measurement and Assessment Tools | | | | | | | | | | | | | | |
|----------------------------------|--------|------|--------------------|---------|------|------------------------|----------|-------------------|--------------------|----------------|------------|--------|---------------------------------|--------------------|
| Assessment Tools | Grades | Week | Knowledge | Skills | | | | | | Values | | | | |
| | | | Identify and apply | Written | Oral | Information Technology | Research | Critical thinking | Strategic thinking | Sustainability | Leadership | Ethics | Corporate Social responsibility | Cultural diversity |
| Midterm Exam | 20 | 9 | X | | | | | | | | | | | |
| Case Study | 10 | 12 | | X | | | | X | X | X | X | X | X | X |
| Project | 20 | 15 | | X | | X | X | X | X | X | X | X | X | X |
| Presentation | 10 | 15 | | | X | X | | | | | | | | |
| Final Exam | 40 | TBD | X | | | | | | | | | | | |
| Total | 100 | | | | | | | | | | | | | |

| Approved by Department Chair | Date of Approval |
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| Additional Information: Updated every Semester by Course Instructor | |
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| Course Instructor | |
| Department | |
| Phone No | |
| Extension No | |
| Email | |