

## Course form to fill in (2018-2019)

### Course title:

Digital Marketing Strategy

### Staff responsible for the course:

Dr. Constantinos K. Coursaris

### Lecturers:

First Name + Name

Dr. Constantinos K. Coursaris

## 1) COURSE PRESENTATION

### Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

### **At the end of the course, the student should be able to:**

- Know the steps involved in developing an informed Digital Marketing Strategy.
- Understand the diversity that exists among digital platforms and their varied fit in creating value for the brand.

More specifically, participants should be able to:

- Describe customer personas; identify micro-moments that help target customers achieve their objectives; employ a content matrix to develop sufficient content to meet customer needs across important micro-moments; and evaluate the potential for disruptive product/service design, based on reshaping the customer journey.
- Leverage customer stories to shape brand attitudes.
- Develop a deeper understanding of earned, versus paid, social media strategies; and
- Create actionable insights from marketing data.

### Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

No prior knowledge is required, but the following skills are critical in the successful completion of the course:

- Critical thinking
- High work ethic
- Ability to pursue independent work
- Professional conduct during class sessions

### Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

*(The description should not take more than ten lines)*

This course will afford you the opportunity to learn the new media that are transforming the business landscape. You will walk away having used digital media tools, gained an understanding of their respective strengths, and the synergistic effect from an integrated marketing communication that leverages the wide array of available tools, including: social networks, microblogs, and more. You will work directly with vehicles such as Facebook, Twitter, LinkedIn and others. Furthermore, you will create social network and email advertisements. In doing so, you will learn to define objectives, set targets, and measure their impact through for pay or free services, including Google Analytics, Google Alerts, various Twitter third-party apps, and more.

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

*TABLE 1*

Course's types	Number of hours	Notes
<b><u>Effective presence</u></b>		
- <i>Magistral Course</i>	4	
- <i>Interactive Course</i>	12	
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<b><u>Training from a distance</u></b>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<b><u>Self-learning</u></b>		
- <i>Books 'readings</i>		
- <i>E-learning</i>	2	
- <i>Research</i>		
<b><u>Outdoors-training</u></b>		
- <i>In firms</i>		
- <i>Internship</i>		
<b><u>Personal work</u></b>		
- <i>Group Projects</i>		
- <i>Individual Projects</i>	14	
- <i>Personal work</i>		
<b>Total working time for the student</b>	<b>32</b>	

## 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

#### 4) ASSESSMENT

Sum up briefly the course assessment's mechanism *(two or three lines)*

This will introduce the assessment's table that you have to complete below (table n°2).

Attendance and Participation; project; final exam
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List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			20
	Oral presentation			
	MCQ	2	1	30
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	Case study			
	Group Project			
	Individual Project		1	50
	Written assignment			
	Exercises			
<b>Total</b>				<b>100%</b>

#### 5) RECOMMENDED READING

Name of books *(indicate only three or four must-read references)* / Name of reviews:

<b>Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):</b>

<b>Class books :</b>
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Selected chapters and articles to be provided.
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The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue, by Shama Kabani (Author), Chris Brogan (Foreword), BenBella Books (April 6, 2010), ISBN-10: 1935251732 ISBN-13: 978-1935251736
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Social Media 101: Tactics and Tips to Develop Your Business Online, by Chris Brogan, Wiley (February 22, 2010), ISBN-10: 0470563419 ISBN-13: 978-0470563410

Social Media Marketing All-in-One For Dummies, by Jan Zimmerman & Doug Shalin, For Dummies (Sep. 21, 2010); ISBN-10: 0470584688 ISBN-13: 978-0470584682

**Reviews :**


**Internet Resources:**

*Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.*

<b>Name of the Website</b>	<b>URL</b>
Closed Group on Facebook.com	To be shared with enrolled students