

Course Guide

Digital Marketing and Media

Course Guide: Digital Marketing and Media

Course code: MIBU-7OMM-21

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Academic Year: 2021 - 2022

Type of course: Practical

Type: Marketing track

Variant: N/A

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Course Description

The internet technology has a huge impact on communication between people and on the way we do business. The process of buying and selling products, as well as providing or looking for services, has changed significantly over the past years. This development provides new opportunities for marketers. Not only to reach new and existing customers, but also to learn more about these customers through data analytics. The goal of digital marketers is to attract customers to visit a website or application, which should lead to an increase in revenue. Furthermore, companies

and organizations must track communication with the target group continuously. Based on the outcome companies and organizations must be able to quickly respond to changing demand or circumstances in the digital marketplace in order to continue business successfully and retain their customers. Knowledge of the opportunities offered by the online technology is a requirement to any modern business environment.

More specifically, e-commerce has seen tremendous growth over the last 15 years and continues to disrupt traditional retail channels. Research shows that the growth of online transactions and expenditure of online advertising is increasing rapidly. The developments and opportunities are astounding, which can be used by online marketers to attract, engage, activate and satisfy customers.

Course Goals and Learning Objectives

The aims of this course are to give you, the participant, a working knowledge of the online marketing ecosystem. You will learn about user experience, the experience of consumers who use a website. Also, you will discover how to drive traffic to a web property using digital marketing channels like search engine marketing. Next to that, you will learn how to analyse and interpret the analytics data on your webpages, optimise (a landing) page(s) to increase your visitor conversion rates. You will see that online marketing is data driven marketing where ROI can be calculated much more clearly than traditional above-the-line marketing, but also that it has limits.

Program Learning Outcomes

WW4: Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience.

WW6: Collaborate effectively with different kinds of stakeholders in different cultural, organisational and political landscapes to contribute to achieving agreed goals.

TWM15: Develop a well-founded marketing plan to support the creation of value for international customers.

TWM16: Use appropriate sales techniques in support of durable customer relationships.

TWM17: Incorporate developments of the digital landscape in a marketing strategy

Specific learning objectives

1	Students understand and can explain the opportunities and threats of the current online marketing ecosystem
2	Students can elaborate on the coherence of the different components of digital marketing, including digital marketing channels and user experience
3	Students understand the basic concepts of user experience and can come up with solutions to increase website performance
4	Students can make conclusions based on website data, by making use of Google Analytics
5	Students can analyze search keywords in order to write web content and create search advertisements by making use of online tools

6	Get practical experience with communicating and presenting key ideas in order to improve the digital marketing and the website of a company
7	Students increase skills in functioning effectively in small teams
8	Students develop an online marketing plan based on analyzing both website data and online marketing channels

Place in the Curriculum and Related Courses

4th year course, part of Semester 7 (S7).

Study Burden

1EC = 28 study hours.

Digital Media and Marketing is **5EC**. Participant study budget: **140 hours.**

	In class tutorials	Report	Online marketing plan	Reading and preparation	Total

Total	24	40	26	50	140
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Table: Estimated study load.

Pre-requisites

None. If there is no participation in week 1, students will not be placed in a team.

Both assessments are teamwork.

Exemption Possibilities

None.

Didactic Forms

Tutorials, Feedback, Practical assignments.

Assessment

Type of Assessment	Weighting	Min. Mark
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Online Marketing plan
[report]

60%

5.5

Online Marketing Plan
[presentation]

40%

5.5

Both assessments are group work.

Resits

Both components must be sufficient in order to pass, grade of 5.5 or higher. If one or more components are insufficient the student must resit the total assessment and register in the next period. In case of a resit the oral presentation will be replaced by creating a video of the oral presentation. The report needs to be adapted/ improved to a sufficient level.

- You must be registered for the resit and submit your work in the exam period of the following term.
- If feedback on the report or presentation is desired, an appointment should be made by the student(s) with the lecturer

Course Material and Literature

Partial list

Digital	Recommended Books
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<https://www.ads.google.com/>

<http://analytics.google.com/>

<https://analytics.google.com/analytics/academy/>

<https://learndigital.withgoogle.com/digitalgarage/>

<https://www.ecommercewiki.org/>

<https://moz.com/>

<http://blog.hubspot.com/>

Course Evaluation

1. *Feedback form for students: Please take some time to give your feedback on this course. The link to the feedback survey will be provided to you in the final week of the course by email.*
2. *Feedback session/ focus group of lecturers.*