

SYLLABUS FOR THE COURSE

Digital & Social Media Marketing

(ECTS 6)

The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalized business world undergoing constant technological and market transformations

LECTURERS

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Office hours Wednesdays 4 pm – 5pm

COURSE STRUCTURE

Lecture	15 hours
Lab	30 hours
Total	45 hours

COURSE DESCRIPTION

The Internet and digital media have transformed marketing since the first website went live in 1991. More than 25 years later, over one billion people around the globe regularly use the web to find products, entertainment, and even soul mates. Consumer behavior and the way companies market to both consumers and businesses have changed dramatically. To succeed in the future, organizations need marketers, strategists, and agencies with up-to-date knowledge of how to apply digital media such as the web, e-mail, and mobile phones. Digital marketing is an exciting area to be involved in, since it poses many new opportunities and challenges.

Digital & Social Media Marketing provides a project- based and practical approach to succeeding in this industry, through a rigorous approach to understanding digital marketing and social media. Throughout the course we will survey, critique, and evaluate the key issues in digital marketing and social media analytics. In this course, we will cover the what, why, and how of major current approaches, including digital consumer behavior, communication, and customer care, through topics such as: website traffic analytics, search engine optimization, search and display advertising, content marketing, eWOM, and social media marketing and analytics. Digital marketers approach their

jobs with a curiosity about how new technologies will change business, with an insistence that strategy drive tactics, and with a measurement mindset. The course is designed to get you to think like a digital marketing professional, and to give you experience with industry- relevant hands- on assignments and exercises.

COURSE GOALS AND OBJECTIVES

	<u>Course goals</u>	<u>Course objectives</u>
1.	ZSEM students will be effective communicators and possess presentation and communication skills (written and oral).	<ol style="list-style-type: none"> 1. Learn to develop, evaluate, write, and execute a comprehensive digital marketing strategy and plan 2. Discover what people are saying about a brand or company online and communicate the messages in the data. 3. Recommend keywords for websites and search ads based on search behavior and competitive analysis. 4. Create good digital marketing content 5. Write actionable objectives for digital marketing initiatives
2.	ZSEM students will have the capacity for adaptation, which is necessary for doing business in the global environment.	<ol style="list-style-type: none"> 6. Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy 7. Be fluent in the vocabulary of digital marketing and be able to interpret the results of social media analytics tools.
3.	ZSEM students will learn the basic concepts from the field of digital marketing.	<ol style="list-style-type: none"> 8. Learn how to measure digital marketing efforts and calculate ROI 9. Explore the latest digital ad technologies 10. Understand the major digital marketing channels - online advertising: digital display, video, mobile, search engine, and social media 11. Interpret the data from social media analytics tools. 12. Know how to find and use these features of Google Analytics: traffic volume measurement, traffic source tracking, site content measurement, goals, and filters

TEXTS AND MATERIALS

Required:

1. A Beginner's Textbook for Digital Marketing (<https://ondigitalmarketing.com/learn/odm/>)
2. Course reader & cases (available for download on Moodle)
3. Laptop
4. Google Analytics demo account (<https://support.google.com/analytics/answer/6367342#access>)

Additional readings will include texts and cases from:

SEOMoz.org
mashable.com
<http://www.convinceandconvert.com>
ClickZ.com
eMarketer
forrester.com
contentmarketinginstitute.com
adage.com
adweek.com

STUDENT OBLIGATIONS

Class etiquette

Attendance: Just as in the business world, punctual attendance is mandatory. If you are habitually late and/or tend to miss part of a class, I will count three of these instances as an absence.

Discipline: Students who disrupt classes in any way will be asked to leave immediately.

Make sure to turn off your cell phone before entering the class. Do not talk to your classmates during class, unless participating in a group activity assigned by me. Do not read the newspapers or any other unassigned material during class

No participation points will be given to students who just sit there or are disruptive, so come only if you are prepared to listen and participate.

Emergencies: If any kind of emergency prevents you from attending regularly or getting your course work done, please talk to me sooner rather than later. I can be flexible when students keep me informed about illnesses or problems. However, I will NOT be flexible when a student disappears for several weeks with no explanation and then wants to make arrangements to turn in late work. If an emergency arises you can email me; I check my email at least twice a day.

Academic Dishonesty and Plagiarism

Plagiarism is stealing; Plagiarism is cheating yourself and someone else. The consequences are severe, including failure for the assignment, and possible failure for the course. Whenever you borrow a phrase, sentence, paragraph, or even an idea stated in your own words from any outside source (the news, a magazine, a TV show, a book) without giving credit to that source, you have plagiarized. If you have any questions about how to acknowledge someone else's words or ideas, see me. If you have trouble completing an assignment, please communicate with me. Do not panic: do not represent someone else's work as your own or submit work already produced for another course. Document all borrowed information and ideas according to the format requirements given in the style manual appropriate to your field or in the textbook. If you're not sure, please ask me.

Assignments

Your responsibility encompasses all assignments within the syllabus and those that will be added during the course. Absence is not an excuse for missing an additional assignment or one to be handed in. Any late or missed work must be turned in to me as soon as possible. The points earned for assignments handed in after the deadline will be divided by half.

Format

Since this is a business course, work must be of professional quality. Assume you are submitting your letters, memos, and reports to your supervisor, a colleague, or a client. Writing done outside of class must be typed. Handwritten assignments will not be accepted for any reason. Use standard white paper with one-inch margins and 1.5 line spacing. **Use spell check!** Make two copies of each assignment: one to turn in for evaluation and one to keep for your files to insure that you'll receive credit for all work in the highly unlikely event that you or I lose your original assignment. Again, be sure to preserve your work on a USB or on a cloud drive. Don't trust your hard drive!

GRADING SYSTEM

General grade requirements:

When attending the lectures, students are expected to have read the assigned literature in advance and to actively participate in general class discussions (*5% of the grade*).

When attending the lab classes, each student is expected to prepare the case assignments and other assigned exercises, as well as to actively contribute in the case discussions (*5% of the grade*).

Each student is required to work on an individual case exercise and hand in the case assignments (30% of the grade).

Each student is required to actively participate in a group project, hand in the project report, and present it to the group. The project will require the team to work on a real-life small business or start-up, and will entail close cooperation with the business owners, careful analysis of the business' current digital marketing efforts and presence, and a development of a digital marketing plan that will focus on practical, manageable, and executable suggestions for improvement (60% of the grade).

Grading scale:

A = 90% and up

B = 80% - 89%

C = 70% - 79%

D = 60% - 69%

F = 59% and below

TENTATIVE SCHEDULE

Week 1

Course policies

Introduction to the course

Week 2

Changing the marketing mindset

From marketing to digital marketing: new technology, new media, new challenges

Week 3

Research fundamentals for online marketing

Digital consumer behavior, segmentation, and targeting

Week 4

Search engine optimization

Keyword and competitive research

Week 5 & 6

Digital strategy and marketing objectives

Online and digital display advertising

Email marketing

Video and audio (podcasting) marketing

Mobile marketing and geolocation advertising

Week 7 & 8

Digital and social media campaigns

Digital communication: company-generated content; content marketing

Week 9

Digital communication: user-generated content; eWOM

Reputation and reviews

Social media and micro-blogging (Facebook, Twitter, Pinterest, LinkedIn, etc.)

Week 10

New media, content creation, crowdsourcing

Week 11 & 12

Digital data measurement and analytics

Web metrics: Google AdWords, Advertising, Analytics

Week 13 - 15

Project presentations