A. OVERVIEW OF THE MODULE

Digital marketing landscape continues to grow at a rapid pace; marketers are faced with new challenges and opportunities within this digital age. This module is an initiative designed to educate students in the area of Digital Marketing. Digital Marketing and Social Media have transformed marketing and business practice across the globe. As companies no longer have a choice regarding digital marketing and media, having a well-developed and resourced digital marketing strategy has become a must so as to create and sustain meaningful relationships with customers in an increasingly competitive business environment.

This module provides an understanding of the ever evolving digital landscape and examines the strategic role of digital marketing processes and tools in designing the overall Marketing strategy and the Digital Marketing Plan. It explores the challenges of Interactive media, the online market place, and the creative challenges of communicating and retention strategies of customers through these media, the main search engines and the future trends in digital marketing.

This module has been designed for those who want to understand the key elements of building an effective digital marketing strategy. Covering best practice and using case studies throughout, the module offers a practical guide to the core techniques in digital marketing.

At the end of this module, you should understand some of the key challenges that will shape your digital marketing strategy.
B. COURSE AUTHORS
Associate Professor (Dr) Thanika D. Juwaheer
Mr Roopesh Kevin Sungkur
Mr Swadeq Rosun

EDUCATIONAL TECHNOLOGIST
Mrs Shamim AJAHEB-BAHADOOR

C. COURSE AIMS
▪ To provide students with the essential philosophies and practices of marketing and digital marketing technologies.
▪ Equip students with specific knowledge in the areas of digital marketing communications
▪ Familiarise students to methodologies, tools and technologies involved in digital marketing.
▪ To provide students with sufficient background that will allow them to pursue their careers in the Digital Marketing area.

D. LEARNING OUTCOMES
By the end of this course, you are expected to be able to:
1. Use Digital Marketing.
2. Use Web Analytics & Conversion.
3. Use Rate Optimisation.
4. Assess the threats, security and other, posed by digital marketing.
5. Apply underlying business and marketing concepts to understand the relationship between digital marketing strategy and the wider organisation.
E. PROPOSED OUTLINE OF THE COURSE

This course is divided into 8 modules, namely:

1. **Module 1: Introduction to Digital Marketing**
   - Topic 1: What is Digital Marketing?
   - Topic 2: Traditional marketing v/s Digital Marketing
   - Topic 3: Types of online presence
   - Topic 4: The 4 Ps of marketing and their implications for Digital Marketing
   - Topic 5: Affiliate marketing
   - Topic 6: Segmentation strategies for Digital Marketing
   - Topic 7: Digital Marketing Platforms
   - Topic 8: Digital Marketing Strategy and Digital Marketing plan

2. **Module 2: Introduction to Digital Marketing**
   - Topic 1: Digital World
   - Topic 2: Online Marketplace
   - Topic 3: Disintermediation
   - Topic 4: Digital Media
   - Topic 5: Electronic Data Interchange

3. **Module 3: Relationship Marketing in the Digital Era**
   - Topic 1: Relationship and customer lifecycle marketing
   - Topic 2: The Importance of Customer Relationship Management within a Business
   - Topic 3: Ladder of loyalty and CRM
   - Topic 4: CRM and Digital Marketing Strategy
   - Topic 5: Introduction to e-CRM
   - Topic 6: Benefits and challenges of e-CRM
   - Topic 7: Role of Loyalty programmes in CRM process
   - Topic 8: Building the CRM Plan
   - Topic 9: CRM and Database Marketing and Customer lifecycle communications
Topic 10: Database marketing and marketing automation
Topic 11: CRM Profiling

4. **Module 4: Evaluation and Improvement**
   Topic 1: Success Rate
   Topic 2: Metrics for Marketing
   Topic 3: Churn Rate
   Topic 4: Recommendation Systems

5. **Module 5: Digital Marketing Channels**
   Topic 1: Digital Marketing Channels
   Topic 2: Email Marketing
   Topic 3: Social Media Marketing
   Topic 4: Affiliate Marketing
   Topic 5: Mobile Marketing
   Topic 6: Payment

6. **Module 6: Search Engines**
   Topic 1: What Is Search Engine Optimisation (SEO)
   Topic 2: SEO Process
   Topic 3: Internal Link Structure
   Topic 4: Link Popularity/ Relevance
   Topic 5: Crawlability/ Optimised Code
   Topic 6: Content Relevance
   Topic 7: Technical Aspects of SEO
   Topic 8: Measuring SEO Success
   Topic 9: SEO Tools
   Topic 10: Search Engine Marketing (SEM)
   Topic 11: The Google Adwords model
   Topic 12: Issues in SEM
   Topic 13: Black Hat and Negative SEO
7. **Module 7: Trends in Digital Marketing**

Topic 1: Trends in Digital Marketing
Topic 2: Artificial Intelligence in Digital Marketing
Topic 3: Personalisation in Digital Marketing
Topic 4: Augmented Reality Integrated with Social Media
Topic 5: Social Media Analytics
Topic 6: Mobile Devices in Digital Marketing

8. **Module 8: Case Study**

Topic 1: Guidelines for creating first Digital Marketing Campaign
Topic 2: Using Pinterest
Topic 3: Case Studies

<table>
<thead>
<tr>
<th>Module</th>
<th>Author/s</th>
<th>Indicative Learning outcomes</th>
<th>Media/Video</th>
<th>Activities to be completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1</td>
<td>Dr T D Juwaheer</td>
<td>By the end of this module, you should: 1. Define some of the key marketing and business models that will help to shape your digital marketing strategy. 2. Examine online market presence, segmentation and the 4 Ps of marketing and their implications for digital marketing. 3. Calculate the opportunities and risks of integrated digital marketing 4. Outline an approach to developing a digital marketing plan 5. Explain the key digital marketing activities needed for competitive success.</td>
<td>Video 1</td>
<td>Activity 1</td>
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<td>Module</td>
<td>Instructor</td>
<td>Overview</td>
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| Module 2  | Kevin Sungkur       | By the end of this module, you should be able to:  
1. Discuss how the Digital World is changing the marketing landscape.  
2. Discuss the relevance of Online Marketplace in Digital Marketing.  
3. Highlight the benefits and challenges brought by Digitalisation. | Nil      | Activity 2 |
| Module 3  | Dr T D Juwaheer     | By the end of this module, you should:  
1. Discuss the core features of customer relationship management (CRM) and retention programmes and how contact strategies play a part in shaping digital marketing strategies.  
2. Outline the role of CRM systems and its benefits.  
3. Relate loyalty programmes to successful CRM strategies.  
4. Apply basic CRM principles online.  
5. Appreciate the careful planning required to harness marketing communication for successful CRM strategies  
6. Evaluate the options to support customer lifecycle communications with an integrated, multi-channel database. | Video 3  | Activity 3 |
| Module 4  | Swadeq Rosun / Kevin Sungkur | By the end of this module, you should:  
1. Discuss the concept of success rate.  
2. Discuss metrics used in Digital Marketing.  
3. Describe the concept of Churn Rate. | YouTube videos on recommendation systems | Success rate for Netflix YouTube recommendation system |
| Module 5 | Swadeq Rosun | By the end of this module, you should:  
1. Explain why we get advertising materials when we use our email or social network.  
2. Be able to organise how we can limit the marketing materials we get through emails.  
3. Appraise why we get relevant ads on certain websites when we are searching for specific information.  
4. Be able to make money by participation in affiliate programs. | Video ad: Moka smart city on Facebook  
Video: sponsored card on YouTube  
Video: Affiliate marketing on YouTube  
Video: ScienceNaturePage on Facebook | Case study on Obama electoral campaigns  
Experimen on online video adverts. |
| --- | --- | --- | --- |
| Module 6 | Swadeq Rosun | By the end of this module, you should:  
1. Explain why we get a huge list of webpages as a result of a search.  
2. Examine why a certain webpage is ranked higher compared to others.  
3. Organise how we can ethically boost the ranking of our webpage.  
4. Appraise why the ads we get together with our search results and emails are relevant to the content of our search and email.  
5. Relate the size of the market for advertising with search engines.  
Module 7
Kevin Sungkur
By the end of this module, you should:
1. Discuss the recent trends in Digital Marketing.
2. Describe the key role of technology in developing new strategies for marketing.

Module 8
Swadeq Rosun / Kevin Sungkur
By the end of this module, you should:
1. Create a Digital Marketing Campaign.
2. Use Pinterest.

F. PROPOSED MODULE MAP

<table>
<thead>
<tr>
<th>Module</th>
<th>Hr(s)</th>
<th>Theme(s)</th>
<th>Topics Covered</th>
<th>Resource Persons</th>
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<tbody>
<tr>
<td>1</td>
<td>6</td>
<td>Introduction to Digital Marketing</td>
<td>• Why, what?</td>
<td>RJ</td>
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<td></td>
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<td>• Traditional marketing</td>
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<td>• Digital Marketing Strategy</td>
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<td>The Online marketplace</td>
<td>• Digital World</td>
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<td>• The impact of digital media</td>
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<td>3</td>
<td>6</td>
<td>Relationship marketing</td>
<td>• Customer acquisition and retention</td>
<td>RJ</td>
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<td>• CRM</td>
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<td>• Digital Marketing communications</td>
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<td>4</td>
<td>6</td>
<td>Evaluation and improvement</td>
<td>• Success rate</td>
<td>SR / KS</td>
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<td>• Churn Rate</td>
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<td>• Recommendation Systems</td>
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<td>Digital Marketing Channels</td>
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<td>• Social media marketing</td>
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<td>• Affiliate marketing</td>
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A. ASSESSMENT
There are no examinations; course is fully assessed by coursework as specified below:
Activities consist of Case studies that have been to be critically analysed based on the concepts learned in the different units

Grading
Participation is graded on attendance, leading class discussions on your assigned case study and discussion questions, and asking smart questions of your colleagues.
Your final grade will be determined by your understanding of the course materials, case study analysis, and ability to creatively apply the concepts in real world scenarios via the final group project. Particular emphasis is placed on having a solid foundation of qualitative and quantitative data to back up your recommendations for campaigns.
Grades will be determined by the following breakdown:
- Tests: 50%
- Final Group Project: 40%
- Class Participation: 10%
B. RECOMMENDED READINGS


Readings from the following outlets and blogs:

- Harvard Business Review
- Forrester Research
- Moz.org
- Growthhackers.com
- https://www.searchenginejournal.com/
- Statistics from https://www.statista.com/
- https://searchenginewatch.com/
- Questions and answers from https://www.quora.com/