

PEDAGOGICAL CARD FOR “DIGITAL MARKETING”

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.
6. Evaluate how digital marketing strategy differs across business sectors.

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

Module	Author/s	Indicative Learning outcomes	Media/Video	Activities to be completed
Module 1	Dr T D Juwaheer	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.	Video 1	Activity 1

Module 2	Kevin Sungkur	<p>By the end of this module, you should be able to:</p> <ol style="list-style-type: none"> 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	<p>By the end of this module, you should:</p> <ol style="list-style-type: none"> 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	<p>By the end of this module, you should:</p> <ol style="list-style-type: none"> 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	Activity Success rate for Netflix YouTube recommendation system

		4. Explain how recommendation systems operate.		
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 Experiment 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. 6. Evaluate of some unethical practices to boost webpage rankings.	Nil	Activity 6: Comparison of SERP and ads displayed for geo-targeting.

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.	Nil	Activity 7
Module 8	Swadeq Rosun / Kevin Sungkur	By the end of this module, you should: 1. Create a Digital Marketing Campaign. 2. Use Pinterest.	Nil	Case Studies

F. PROPOSED MODULE MAP

Module	Hr(s)	Theme(s)	Topics Covered	Resource Persons
1	6	Introduction to Digital Marketing	<ul style="list-style-type: none"> • Why, what? • Traditional marketing • Digital Marketing Strategy • Plan 	RJ
2	6	The Online marketplace	<ul style="list-style-type: none"> • Digital World • The impact of digital media 	KS
3	6	Relationship marketing	<ul style="list-style-type: none"> • Customer acquisition and retention • CRM • Digital Marketing communications 	RJ
4	6	Evaluation and improvement	<ul style="list-style-type: none"> • Success rate • Churn Rate • Recommendation Systems 	SR / KS
5	6	Digital Marketing Channels	<ul style="list-style-type: none"> • Email marketing • Social media marketing • Affiliate marketing 	SR

			<ul style="list-style-type: none"> • Mobile Marketing • Payment 	
6	6	Search Engines	<ul style="list-style-type: none"> • Search Engine Optimisation (SEO) • Search Engine Marketing (SEM) • Black Hat and Negative SEO 	SR
7	6	Trends in Digital Marketing	<ul style="list-style-type: none"> • Case Studies • Success and Failures • Tools • Innovation 	KS
8	3	Digital Marketing Mini Project	<ul style="list-style-type: none"> • Pinterest • Case Studies • Digital Marketing Campaign 	RJ / SR / KS

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

1. Oliveira, A., 2017. A Four-Step Guide To Creating Your Digital Marketing Plan, Available at: <https://www.forbes.com/sites/forbesagencycouncil/2016/11/17/a-four-step-guide-to-creating-your-digital-marketing-plan>. [Accessed on 20 May 2018]
2. McDonald, M., 2012. *Market Segmentation: How to do it, how to profit from it*, John Wiley & Sons.
3. Stern, C.W. and Deimler, M.S., 2006. *The Boston Consultancy Group on Strategy: Classic concepts and new perspectives*, John Wiley & Sons.
4. Chaffey, D. and Ellis-Chadwick, F., 2015. *Digital Marketing Strategy, Implementation and Practice*, 6th edition. Financial Times/ Prentice Hall, Harlow.
5. Kingsnorth, S., 2016. *Digital Marketing Strategy: An Integrated Approach to Online Marketing*, Kogan Page, Business & Economics.
6. Chaffey, D. and Smith, P.R., 2017. *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*, 5th Edition, Routledge , ISBN-13: 978-1138191709
7. Rob Stokes; *eMarketing: The Essential Guide to Marketing in a Digital world*. Available at <https://www.redandyellow.co.za/textbook/> [Accessed on 6th June 2018]

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/>