

Digital Marketing (F000937)

Course size *(nominal values; actual values may depend on programme)*

Credits 6.0

Study time 180 h

Course offerings and teaching methods in academic year 2024-2025

A (semester 2)

English

Gent

lecture

group work

Lecturers in academic year 2024-2025

Roose, Gudrun

EB23

lecturer-in-charge

Steenhaut, Sarah

EB23

co-lecturer

Offered in the following programmes in 2024-2025

	crdts	offering
Master of Science in Teaching in Economics(main subject Business Economics)	6	A
Master of Science in Business Economics (main subject Accountancy)	6	A
Master of Science in Business Economics (Double Degree)(main subject Accountancy)	6	A
Master of Science in Business Economics (Double Degree)(main subject Corporate Finance)	6	A
Master of Science in Business Economics (main subject Corporate Finance)	6	A
Master of Science in Business Economics (Double Degree)(main subject Marketing)	6	A
Master of Science in Business Economics (main subject Marketing)	6	A
Exchange programme in Economics and Business Administration	6	A

Teaching languages

English

Keywords

Digital Marketing Strategy; Inbound marketing;; Outbound marketing; Integrated Digital marketing (IDM); online advertising; Social Media; Community management; google analytics.

Position of the course

The course will take place during an intense period of 6 weeks. The course Digital marketing takes on a comprehensive stance towards the embedding of marketing into the business strategy where digital presence is a prerequisite nowadays. Students will learn to understand the dynamics of the digital environment, establish a clear view on the opportunities and benefits of digital initiatives and gain insight into relevant digital marketing models, strategies, tactics, and metrics for evaluating digital actions. The course is structured around lectures, guest lectures bringing experience from practice, case studies and group works.

Contents

The emergence of the Internet and other new forms of information and communication technology have changed business environments and the practice of marketing drastically. In the first part of this course, marketing in a digital landscape is discussed. We explore marketing in the digital age, discuss specific digital topics and emerging trends, study the consumer in the digital age, and identify the challenges this brings to marketers.

The second part centers round developing a comprehensive digital marketing strategy. The choice to conduct business online surpasses the mere choice of which communication channels to deploy. To fully benefit from its potential, companies must consider the usage of digital communication and interaction channels from the very development of their marketing strategy. In this course, a comprehensive

overview of digital marketing strategies is offered.

Third, this course will focus on tactics and tools, taking into account the defined digital marketing objectives: build digital authority via SEO, set up digital advertising campaigns, use social media, ... We build an understanding of these mechanisms and the possible pitfalls. We also take a deeper dive into the metrics for digital initiatives, with e.g. google analytics.

Initial competences

- A good command of the English language
- Good basic knowledge of marketing and consumer behavior.

Final competences

- 1 Understand the growth, constraints & future trends of Digital Marketing
- 2 Define an optimal content marketing strategy
- 3 Learn fundamentals and best practices of online advertising
- 4 Manage social media channels and create social media marketing campaigns
- 5 Build a digital marketing strategic plan as part of an integrated marketing strategy and develop capacity to present the chosen strategy with teamwork.
- 6 Evaluate the effectiveness of digital marketing campaigns using adapted KPIs and analytics tools to permanently optimize.
- 7 Collaborating in a group on a real-life challenge from start to finish.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Seminar, Lecture

Extra information on the teaching methods

Group work, Lecture, Case study

Study material

Type: Handbook

Name: Digital Marketing: Strategic Planning & Integration. Sage

Indicative price: € 51

Optional: yes

Author : Hanlon, A.

Additional information: suggestion

Type: Slides

Name: Slides, articles and cases

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

References

This course is based on materials from various books, and papers from leading business and scientific literature. Students do not have to purchase a textbook.

Hanlon, A. (2019). *Digital marketing: strategic planning & integration*. SAGE Publications Limited.

Kingsnorth, S. (2019). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.

Lemon & Verhoef, 2016, Understanding Customer Experience Throughout the Customer Journey, Journal of Marketing.

Lerman, Yan & Wu (2016) The "Majority Illusion" in Social Networks, PLoS ONE 11 (2)

Bleier, Harmeling, & Palmatier (2019) Creating Effective Online Experiences, Journal of Marketing.

You, Vadakkepatt & Joshi (2015). A meta-analysis of electronic word-of-mouth elasticity, Journal of Marketing.

Batra & Keller (2016) Integrating Marketing Communications: New Findings, New Lessons, and New Ideas, Journal of Marketing

Course content-related study coaching

Teacher will be available after the class hours, via mail and on appointment.

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period**Examination methods in case of periodic assessment during the second examination period****Examination methods in case of permanent assessment**

Oral assessment, Written assessment with open-ended questions, Peer and/or self assessment, Written assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

100% permanent evaluation.

Written exam with open questions; written exam with closed questions; report group work; presentation groupwork; peer-evaluation. The responsible lecture retains the final responsibility of the evaluation.

Calculation of the examination mark

100% permanent evaluation, built up as follows:

- 45% group work, corrected for peer assessment. The responsible lecturer retains the responsibility of the final evaluation.
- 45% individual examination
- 10% practice insights

The final grade is the weighted average of the different components. Students can only pass this course if they achieve a minimum score of 10/20 for all components. If the final score would be 10 or higher out of 20, it is reduced to the highest failing grade, namely 9/20. When a group member clearly has a different contribution and participation in the group work, their individual score may differ from the score of the other group members.

Facilities for Working Students

Working students need to be present during the first lecture and they need to contact the responsible teacher.