

Course Title	Digital Marketing				
Course Code	MAR335				
Course Type	Elective				
Level	Bachelor (1st Cycle)				
Year / Semester	3 rd Year/ 6 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours /14 Weeks	Laboratories / week	None
Course Purpose and Objectives	<p>The student will be able to professionally evaluate internet marketing models, their components, strategies and financial configuration.</p> <p>The student will be able to develop relevant strategies for digital marketing efforts.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Apply the theoretical bases of Digital Marketing to various business settings • Discuss the business environment from a Digital marketing perspective. • Apply the learned Digital marketing skills which they have acquired in class via the usage of current best practices and industry based case studies. • Undertake Digital marketing related practices after being exposed to contemporary industry based examples. • Develop an in depth understanding of the complexities and challenges involved in working in the field of Digital Marketing. 				
Prerequisites	MAR100, MAR130	Co-requisites	None		
Course Content	<p>The course will bridge the digital and other marketing elements, providing the foundation for profitably integrating these two key elements in today's business environment.</p> <p>Key subjects to be covered include definitions of Digital Marketing, internet culture and trends, Legal and Ethical Issues, Relationship Marketing , the importance of interaction, visual and other effects, Internet marketing strategy, Writing for the internet, Digital marketing components, consumer internet behaviour, Internet campaigns, search</p>				

	<p>engines, Direct marketing, online selling strategies, auctions and other approaches, the Future of Digital Marketing.</p> <p>Program Details:</p> <ul style="list-style-type: none"> Our New Digital World The New World of Marketing The Modern Digital Consumer Marketing Strategies for a Digital World State of the Modern Digital Ecosystem Getting Started: Learning by Example The Ultimate Goal of Digital Marketing A Framework for Digital Success The Importance of Content Marketing Content Strategies Search Marketing and Search Engine Marketing Succeeding at Search Marketing Search Trends Mobile Marketing The Mobile Consumer SMS and MMS Campaigns Mobile Applications Mobile Technologies to Watch Device Convergence and the Future Mobile Landscape Video Marketing Steps to Plan, Shoot, Edit, and Publish Building Video Channel Strategy Viewing Experience and Programming Building Community and Promoting Your Videos Jumpstart Your Traffic with a Campaign Social Media Marketing <ul style="list-style-type: none"> The New Digital Experience Social Media Strategy Building a Website that Generates Results The Importance of Measurement: Analytics The Law in Digital Marketing Digital Leadership How We Digitally Transform Ourselves and Our Organizations Innovation First
Teaching Methodology	Face to face
Bibliography	Greenberg E., Kates A., “Strategic Digital Marketing”, Mc Graw Hill Internet Resources as assigned by the course instructor.

Assessment	<table border="1"><tr><td data-bbox="472 191 1036 279">Examinations</td><td data-bbox="1036 191 1489 279">60%</td></tr><tr><td data-bbox="472 279 1036 317">Project</td><td data-bbox="1036 279 1489 317">30%</td></tr><tr><td data-bbox="472 317 1036 354">Class Participation and Attendance</td><td data-bbox="1036 317 1489 354">10%</td></tr><tr><td data-bbox="472 354 1489 392"></td><td data-bbox="1036 354 1489 392">100%</td></tr></table>	Examinations	60%	Project	30%	Class Participation and Attendance	10%		100%
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Language	English								