Course Title	Simulation in Digital Marketing
Course Code	MAR420
Course Type	Compulsory
Level	Bachelor (1st Cycle)
Year / Semester	4th Year /8th Semester
Instructor's Name	TBA

ECTS	6	Lectures / week	3 Hours/14 Weeks	Laboratories / week	NONE

Course Purpose and Objectives	This course follows a practical approach and focuses on helping students refine their skills in developing a simulation in digital marketing strategy and seeing how the digital marketing tactics selected need to be in alignment with that strategy. The course will focus specifically on issues such as the selection of which businesses and segments to compete in, how to allocate resources across businesses, segments, and elements of the digital marketing mix, as well as other significant strategic issues facing today's managers in a dynamic digital competitive environment. For instance, the course will provide students with an interactive method of testing out digital marketing decisions in an environment which is either virtual or which has game characteristics**.
Learning Outcomes	Upon successful completion of this course students should be able to: • Analyse how and why to use digital marketing simulation for multiple goals within a larger marketing and/or media strategy • Analyse the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media • Develop, evaluate, and execute a comprehensive simulation digital marketing strategy and plan • Measure digital marketing efforts and calculate ROI • Explore the latest digital ad technologies

Prerequisites	MAR335	Co-requisites	NONE

Course Content	This course will apply the following topics: • Integrated marketing communications

	- Integrated Marketing communications planning - Media planning - Measuring campaign effectiveness - Advanced Digital Marketing - Facebook Marketing for Business - Google Adwords and PPC Advertising - eCommerce and Payment Gateway - Google Analytics - Search Engine Optimization (SEO) These topics will be covered in three main dimensions: 1) Analytical frameworks for thinking through the problem. For the digital marketing problem being discussed, the student will explore a range of digital marketing analytic frameworks through which the problem might be approached, and evaluate their comparative strengths and weaknesses. The purpose of this is to provide a systematic basis for narrowing down the set of candidate options, and choosing a best option in light of available data. 2) Informing the decision through data. Given a digital marketing analytic framework, students will go on to explore how greater precision can be brought to their application through the use of data---both in the form of customer insights (marketing research), and secondary data on sales, costs, and competition. 3) Linking students' ideas to the simulation. A critical objective of each student will be to help make transparent the links between the real-world problems and tools discussed in class and the problems they face managing their digital marketing simulation strategy.
Teaching Methodology	Face-to face
Bibliography	**Required Reading:** Chaffey, D. and Ellis-Chadwick, F. Digital Marketing (2012) Strategy, Implementation and Practice, Pearson Education Ltd, England Kerpen, D. Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks), McGraw Hill

	Dietrich, G. and Livingston, G. Marketing in the Round: How to Develop an Integrated Marketing Campaign in the Digital Era, Que Biz-Tech Fill, C. Marketing Communications: Interactivity, Communities and Content, Pearson Education Ltd, England Frick, T. Return on Engagement: Content, Strategy, and Design Techniques for Digital Marketing Focal Press (Elsevier) Evans, D. and Bratton, S. Social Media Marketing: An Hour a Day
Assessment	Examinations 20% Project 70% Class Participation and Attendance 10% 100%
Language	English