

Course Unit Title:	Digital Communications Strategy
Course Unit Code:	MAR317
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	4
Semester when the unit is delivered:	8
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
Learning Outcomes of the course unit:	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss the fundamentals of digital marketing • Explain the various forms of digital marketing communications • Develop an effective digital communications plan • Be able to evaluate the various digital channels and determine which is/are the most appropriate in each case • Demonstrate through projects the acquired skills and competencies. 	
Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	MAR101, MAR125, MAR204 Junior standing
Recommended optional program components:	None
Course Contents:	
<p>Objectives: To provide students with the capability of developing the appropriate digital strategies to deliver effective digital marketing communications.</p>	
<p>Description: Areas to be covered:</p> <ul style="list-style-type: none"> • Introduction to digital marketing: the online customer experience • Forms of digital marketing communications and special issues in digital marketing communications: e-mail lists and mobile marketing (enabled through database marketing), social media, SEO (Search Engine Optimization), website optimization, clickstream and on-line testing 	

- Business-to-consumer vs. Business-to-business digital marketing communications
- Digital marketing channels as an essential part of effective marketing campaigns: characteristics, advantages and disadvantages. How to use digital media (such as a Facebook Page, YouTube Link and Videos, and QR codes) to support the digital campaign.
- Design the campaign: a) planning & campaign objectives, b) budgeting, c) target market - audience, d) tactics, and d) web analytics / metrics to measure the effectiveness of the campaign
- Viral marketing – definition, methods
- Relationship marketing using digital platforms (e-CRM) – customer engagement
- Recent developments and contemporary issues pertaining to the subject-matter of the course (especially in view of the dynamic nature of digital marketing communications).

Recommended or required reading:

Required reading:

Chaffey, D. and Ellis-Chadwick, F. Digital Marketing: Strategy, Implementation and Practice, Pearson Education Ltd, England

Recommended readings:

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

Scott, D. The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, John Wiley and Sons Inc., New Jersey

	Ryan, D. and Jones, C. The Best Digital Marketing Campaigns in the World: Mastering the Art of Customer Engagement, Kogan Page Ltd.						
Planned learning activities and teaching methods:	Virtual lectures, workshops, group work, assignments and exams						
Assessment methods and criteria:	<table> <tr> <td>Final Examination</td> <td>50%</td> </tr> <tr> <td>Ongoing evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examination	50%	Ongoing evaluation	50%		100%
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Ongoing evaluation	50%						
	100%						
Language of Instruction:	English						
Work Placement(s):	No						
Place of Teaching:	Blackboard Virtual Learning Platform						