

Course Title	Digital Marketing				
Course Code	MRD335				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	3 rd Year/ 6 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconferences	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	MRD100, MRD200	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</p>				

components, consumer internet behaviour, Internet campaigns, search engines, Direct marketing, online selling strategies, auctions and other approaches, the Future of Digital Marketing.

Program Details:

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

The New Digital Experience

	<p>Social Media Strategy</p> <p>Building a Website that Generates Results</p> <p>The Importance of Measurement: Analytics</p> <p>The Law in Digital Marketing</p> <p>Digital Leadership</p> <p>How We Digitally Transform Ourselves and Our Organizations</p> <p>Innovation First</p>						
Teaching Methodology	E - Learning						
Bibliography	<p>Greenberg E., Kates A., "Strategic Digital Marketing", Mc Graw Hill</p> <p>Internet Resources as assigned by the course instructor.</p>						
Assessment	<table border="1"> <tr> <td>Final Examinations</td> <td>50%</td> </tr> <tr> <td>Assignments/On-going evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examinations	50%	Assignments/On-going evaluation	50%		100%
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	100%						
Language	English						