

Course Title	Digital Communications Strategy				
Course Code	MRD410				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	4 th Year /8 th Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconferences	Laboratories / week	None
Course Purpose and Objectives	To provide students with the capability of developing the appropriate digital strategies to deliver effective digital marketing communications				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss the latest innovations of digital marketing • Explain the various forms of digital marketing communications • Develop an effective digital communications campaign • Analyse and critically evaluate digital marketing using Google Analytics and other KPI tools • Evaluate the various digital channels and determine which is/are the most appropriate in each case • Demonstrate through projects the acquired skills and competencies 				
Prerequisites	MRD100, MRD230, Senior standing	Co-requisites	None		
Course Content	<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 • Forms of KPI such as Google Analytics • 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 				

	<p>Page, YouTube Link and Videos, and QR codes) to support the digital campaign.</p> <ul style="list-style-type: none"> • 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).
Teaching Methodology	E - Learning
Bibliography	<p>Required Reading:</p> <p>Chaffey, D. and Ellis-Chadwick, F (2012). Digital Marketing Strategy, Implementation and Practice, Pearson Education Ltd, England</p> <p>Recommended Reading:</p> <p>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</p> <p>Dietrich, G. and Livingston, G. Marketing in the Round: How to Develop an Integrated Marketing Campaign in the Digital Era, Que Biz-Tech</p> <p>Fill, C. Marketing Communications: Interactivity, Communities and Content, Pearson Education Ltd, England</p> <p>Frick, T. Return on Engagement: Content, Strategy, and Design Techniques for Digital Marketing Focal Press (Elsevier)</p> <p>Evans, D. and Bratton, S. Social Media Marketing: An Hour a Day</p> <p>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</p> <p>Ryan, D. and Jones, C. The Best Digital Marketing Campaigns in the World: Mastering the Art of Customer Engagement, Kogan Page Ltd.</p>

Assessment	Final Examinations Assignments/On-going evaluation
Language	English

50%
50%
100%