

Course Title	Simulation in Digital Marketing				
Course Code	MRD420				
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 teleconfer ences	Laboratories / week	NONE
Course Purpose and Objectives	<p>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.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ol style="list-style-type: none"> 1. Analyse how and why to use digital marketing simulation for multiple goals within a larger marketing and/or media strategy 2. Analyse the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media 3. Develop, evaluate, and execute a comprehensive simulation digital marketing strategy and plan 4. Measure digital marketing efforts and calculate ROI 5. Explore the latest digital ad technologies 				
Prerequisites	MRD335	Co-requisites	None		
Course Content	<p>This course will apply the following topics:</p> <ul style="list-style-type: none"> • Integrated marketing communications 				

	<ul style="list-style-type: none"> • 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) <p>These topics will be covered in three main dimensions:</p> <ol style="list-style-type: none"> 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	E - Learning
Bibliography	<p>Required Reading:</p> <p>Chaffey, D. and Ellis-Chadwick, F. Digital Marketing (2012) Strategy, Implementation and Practice, Pearson Education Ltd, England</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>Assessment</p>	<table border="1"> <tr> <td data-bbox="521 680 1081 800">Final Examinations</td> <td data-bbox="1081 680 1536 800">50%</td> </tr> <tr> <td data-bbox="521 800 1081 863">Assignments/On-going evaluation</td> <td data-bbox="1081 800 1536 863">50%</td> </tr> <tr> <td data-bbox="521 863 1081 968"></td> <td data-bbox="1081 863 1536 968">100%</td> </tr> </table>	Final Examinations	50%	Assignments/On-going evaluation	50%		100%
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	100%						
<p>Language</p>	<p>English</p>						