

Digital marketing (EM1F5M81)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Digital strategy : 15 ECTS. <ul style="list-style-type: none">● PGE 3A - International and European Business (IEB)
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (3 ECTS)
Available places	45

Coordinator

Andreas MUNZEL

Lecturers

Instructor	Population	Email
Andreas MUNZEL		andreas.munzel@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	20 h
Workload to be expected by the student :	60 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

Online marketing efforts account today for the major part of the companies' marketing spends and is estimated to outperform TV in the near future. The Internet opens up many new ways to communicate with potential, current, and former customers. The new media landscape integrates owned, paid, and earned media channels and requires an understanding of marketing communications as conversations: only when the marketers' communication efforts are interesting, timely, and relevant, consumers will hear and listen to them. Furthermore, earned media – where the customer becomes the channel – means that individuals can amplify the scope of marketing communications by forwarding and sharing messages with peers. Finally, various online platforms enable customers to talk back – a situation that requires marketers to listen in order to improve their efforts.

According to the 2015 IBM Global C-Suite Study, major challenges with regards to the firms' digital environments – such as data explosion, social media, ROI accountability – were identified and marketers today feel still widely underprepared to face those challenges. The course module discusses the concepts of owned, paid, and earned media, and introduces a number of performance indicators to efficiently and effectively measure and manage the firm's digital marketing and communication efforts. The discussed concepts are applied through several in-class case studies and group exercises. Consequently, the course aims to train future marketers to become educated consumers of information provided by the firm's IT department (big data, retargeting) and to prepare effective reporting and dashboards for company-wide use.

Educational organisation

In class

Lectures

In groups

Projects

Case studies/texts

Interaction

Discussions / debates

Assignments

Specific projects / case studies

Learning outcomes

Upon completion of this course, students should be able to :

- **Identify** some of the latest academic research on discussed topics
- **Explain** the concepts and strategies of owned, paid, and earned media
- **Infer** insights from big data through social network analysis (SNA)
- **Apply** the concepts through several in-class case studies and the analysis of a real-life case study
- **Prepare** leading metrics and KPIs for analytics dashboards to improve decisions and profits
- **Calculate** the importance of the metrics, marketers use to measure media performance
- **Evaluate** the importance of the metrics, marketers use to measure media performance

Outline

1. Introduction: New Media, Big Data, and Marketing Analytics
 - 1.1 Major challenges for marketers
 - 1.2 Recap on new media types
 - 1.3 Big data: more, messy, and useful?
 - 1.4 Metrics and analytics: a need for marketing accountability
 - 1.5 Outline: Bringing it all together
2. Owned, Paid, Earned: Understanding and Performance Measurement and Management
 - 2.1 Owned media
 - 2.2 Paid media
 - 2.3 Earned media
 - 2.4 Cross media effects: Latest insights
3. Dashboards: Building a Comprehensive Marketing Analytics Framework
 - 3.1 The why and what of (digital) marketing analytics dashboards
 - 3.2 Selecting leading performance indicators
 - 3.3 Examples of effective dashboards
4. Conclusion: Outlook on Future Challenges

Prerequisites

Key concepts to understand :

This is a master-level course. Attending students should have a robust understanding of the main marketing principles and master the intermediate functions of MS Excel.

Teaching material

Recommended reading

Major works :

- STRAUSS, J. & FROST, R. (2014), E-Marketing, Seventh edition, Pearson, Harlow, England.
- CHAFFEY, D. & SMITH, P.R. (2013), Emarketing Excellence - Planning and Optimizing Your Digital Marketing, 4th edition, Routledge, New York, NY. Marketing analytics and digital marketing metrics:
- BENDLE, N.T., FARRIS, P.W., PFEIFER, P.E., & REIBSTEIN, D.J. (2016). Marketing Metrics - The Definitive Guide to Measuring Marketing Performance. Third edition, Upper Saddle River, Pearson.
- FLORES, L. (2014), How to Measure Digital Marketing - Metrics for Assessing Impact and Designing Success, Palgrave Macmillan, Basingstoke, England.
- JEFFEREY, M. (2010): Data-Driven Marketing - The 15 Metrics Everyone in Marketing Should Know. Hoboken, John Wiley & Sons.
- PAUWELS, K. (2014), It's Not the Size of the Data - It's How You Use it: Smarter Marketing with Analytics and Dashboards, AMACOM, New York, NY.
- VENKATESAN, R., FARRIS, P., & WILCOX, R.T. (2014): Cutting-Edge Marketing Analytics - Real World Cases and Data Sets for Hands On Learning, Upper Saddle River, Pearson.

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

written + oral / individual / English / weighting : 50%

additional information : • Report 1: An analysis of large firm's Internet marketing efforts (search engine marketing, paid media) Case Study Reports: an in-depth analysis of a case study on a firm's search digital marketing efforts and a report on the analysis of a marketing-related issue in social media applying underlying concepts of shareable content. Students will work in groups on two brief reports (5 to 10 pages each):

This evaluation serves to measure LO1.1, LO1.2, LO2.1, LO2.3

Intermediate evaluation / continuous assessment 2 :

written + oral / individual / English / weighting : 50%

additional information : • Report 2: A creative content generation challenge (social media, earned media) Case Study Reports: an in-depth analysis of a case study on a firm's search digital marketing efforts and a report on the analysis of a marketing-related issue in social media applying underlying concepts of shareable content. Students will work in groups on two brief reports (5 to 10 pages each):

This evaluation serves to measure LO1.1, LO1.2, LO2.1, LO2.3

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.