

Digital marketing (EM1F5M81)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Digital strategy : 15 ECTS. <ul style="list-style-type: none">• PGE 3A - International and European Business (IEB)
Discipline	Sales and Marketing
Year	2020
Semester	B
Open for visitors	yes (3 ECTS)
Available spots	45

Coordinator

Daria PLOTKINA

Lecturers

Instructor	Population	Email
Daria PLOTKINA		dplotkina@unistra.fr

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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will analyze business organizations and problems in a multicultural and international environment

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 on consumer digital experience
- **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

Outline

Class 1

Digitalization: customer journey and digital customer experience

Class 2

SEO: presence, visibility, and attractiveness

Class 3

E-reputation: eWOM, social listening, community management

Class 4

Customer data

Class 5

In-class case-study discussion and presentation of the group project

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

Documents in all formats

- Case studies

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 :

Plotkina, D., & Munzel, A. (2016). Delight the experts, but never dissatisfy your customers! A multi-category study on the effects of online review source on intention to buy a new product. *Journal of Retailing and Consumer Services*, 29, 1-11.

Assessment

Intermediate evaluation / continuous assessment 1 :

written + oral / individual / English / weighting : 20%

additional information : Participation

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

Intermediate evaluation / continuous assessment 2 : last session

written + oral (15 min) / in group / English / weighting : 80%

additional information : Group work in teams of 3-4 people; submission of a 15 pages report and presentation

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

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.