

# Syllabus

## Digital Marketing

- **Instructor:** Tibor Farkas ([FarkasT@ceu.edu](mailto:FarkasT@ceu.edu) – office hours: TBA)
- **Credits:** 1,5
- **Term:** Winter 2017-2018
- **Course level:** [MA/MSc]
- **Prerequisites:** There are no prerequisite courses, however basic marketing knowledge will be helpful. Participants are strongly recommended to read Principles of Marketing (Kotler-Armstrong), before the class begins.

### Course description

We will discover the latest digital trends, tools, and techniques that help companies in brand development and turning brand values to actual sales. Students will have the chance to follow real life examples from integrating digital methods into marketing plans through the campaign management to the evaluation of the results.

### Learning outcomes

Students will learn how to use the digital tools (Google Adwords, social media, SEO) in marketing. They will practice creating and evaluating online campaigns.

### Reading list

The reading pack will be available on Moodle.

### Assessment

Element of Assessment	Contribution to Final Grade
Active participation	20 points
Homework	40 points
Group presentations	40 points
Total	100 points

- **Class Participation:** Be there, listen, react, ask relevant questions, challenge, argue, express your opinion, share examples. Don't shout, interrupt, use mobile equipment, be off topic.
- **Homework:** participants will write a short essay on a given topic (announced on Moodle).
- **Group presentation.** Students have to show that they have understood the concepts of digital marketing and they can apply them. So groups will choose a product (specified by the instructor) and prepare a digital marketing plan and execution level creative elements.

Minimum passing grade: 60 points.

## Course schedule and materials for each session

Session	Topic	Reading
1	<ul style="list-style-type: none"> <li>➤ Digital marketing in corporate strategy</li> <li>➤ Foundations of online communication</li> <li>➤ Connections to market research, branding, CRM and advertising</li> </ul>	<a href="http://www.redandyellow.co.za/wp-content/uploads/2-Digital-Marketing-Strategy_Quirk-Textbook-5.pdf">http://www.redandyellow.co.za/wp-content/uploads/2-Digital-Marketing-Strategy_Quirk-Textbook-5.pdf</a>
2	<ul style="list-style-type: none"> <li>➤ Website development: structure, design, content</li> <li>➤ SEO (Search Engine Optimization)</li> </ul>	<a href="http://www.redandyellow.co.za/wp-content/uploads/4-Content-Marketing-Strategy_Quirk-Textbook-5.pdf">http://www.redandyellow.co.za/wp-content/uploads/4-Content-Marketing-Strategy_Quirk-Textbook-5.pdf</a>
3	<ul style="list-style-type: none"> <li>➤ Online advertising</li> <li>➤ Affiliate marketing</li> <li>➤ Google Adwords</li> </ul>	<a href="http://www.redandyellow.co.za/wp-content/uploads/11-Online-Advertising_Quirk-Textbook-5.pdf">http://www.redandyellow.co.za/wp-content/uploads/11-Online-Advertising_Quirk-Textbook-5.pdf</a>
4	<ul style="list-style-type: none"> <li>➤ Social Media</li> <li>➤ Facebook and LinkedIn advertising</li> <li>➤ Content marketing</li> </ul>	<a href="http://www.redandyellow.co.za/wp-content/uploads/15-Social-Media-Strategy_Quirk-Textbook-5.pdf">http://www.redandyellow.co.za/wp-content/uploads/15-Social-Media-Strategy_Quirk-Textbook-5.pdf</a>  eTextbook – Chapter 4
5	<ul style="list-style-type: none"> <li>➤ Digital marketing tools:               <ul style="list-style-type: none"> <li>• E-mail</li> <li>• Mobile</li> <li>• Content</li> </ul> </li> <li>➤ Evaluation of Digital Marketing: Google Analytics</li> </ul>	<a href="http://www.redandyellow.co.za/wp-content/uploads/16-Email-Marketing_Quirk-Textbook-5.pdf">http://www.redandyellow.co.za/wp-content/uploads/16-Email-Marketing_Quirk-Textbook-5.pdf</a>  <a href="http://www.redandyellow.co.za/wp-content/uploads/17-Mobile-Marketing_Quirk-Textbook-5.pdf">http://www.redandyellow.co.za/wp-content/uploads/17-Mobile-Marketing_Quirk-Textbook-5.pdf</a>
6	<ul style="list-style-type: none"> <li>➤ Creative considerations</li> <li>➤ How to create appealing messages online</li> <li>➤ Presentations</li> </ul>	eTextbook – Chapter 5 & 7