

CEU Business School



BUSI 5111

Digital Marketing - 2 credits

Fall 2016

Executive MBA program

Instructor	Tibor Farkas	(See last page for bio sketch)
Class meets:	according to the Course schedule	
Classroom:	room TBA	
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1. PREREQUISITIES

BUSI 528R Marketing

2. POLICY ON ADMITTING NON-MBA STUDENTS

It is the general policy of the Business School to admit students from other units of CEU, provided that the prospective student meets the course prerequisites stated above

3. REQUIRED TEXT & READINGS AND WHERE AVAILABLE

A Reading Pack (**RP**) for this course has been compiled by the instructor and will be made available on Moodle e-learning system.

4. COURSE OBJECTIVES

Online marketing ad spending has surpassed radio and press and getting close to TV revenue (US and European figures)

It is clear that today there is no marketing activity without digital communication.

This course will take students from the basics of digital marketing to the actual online campaign management. We will discover the latest trends, tools, and techniques that help companies in brand development and turning brand values to actual sales.

We will familiarize with SoLoMo that stands for Social, Local, Mobile Marketing.

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.

5. MAIN TOPICS

- Digital marketing planning
- Online tools
- Functional websites (attracting, informing and seducing visitors)
- SEO (Search Engine Optimization) – improving organic ranking
- The forms and techniques of online advertising, including affiliate marketing
- SEM (Search Engine Marketing) – reaching self defined target groups
- Social Media – Facebook, Twitter, LinkedIn, Pinterest, Google+, Snapchat etc)
- Strategic and creative considerations in e-mail marketing
- Content marketing
- Mobile advertising
- Digital marketing evaluation: Google Analytics and Facebook results

6. INTENDED LEARNING OUTCOMES

This course will provide the skills and knowledge that enable students to understand, manage and supervise digital marketing activities of business entities.

<i>Core Learning Area</i>	<i>Learning Outcome</i>
<i>Interpersonal Communication Skills.</i>	Students will learn to evaluate and respect the personal opinions of others about subjective issues like creative materials
<i>Technology Skills</i>	Search engine optimization (SEO), on-line advertising (SEM), CRM and other new promotional tools require more technology skills from students. We will touch these issues.
<i>Cultural Sensitivity and Diversity</i>	Global online campaigns vs. SoLoMo. The role of social media in bringing the world closer.
<i>Quantitative Reasoning</i>	Students will learn about Google Analytics that helps in quantifying the online campaign results.
<i>Critical Thinking</i>	Buzzwords and bubbles come and go in digital marketing. Considerate evaluation is required for success in digital marketing.
<i>Ethics and Responsibility</i>	Internet is full of unethical corporate behavior. It is easy to promise and the competition is fierce.

<i>Management Knowledge and Skills</i>	How does digital marketing fits in corporate strategy and the overall marketing plan.
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7. HOW THE CLASS SESSIONS WILL BE CONDUCTED

Brief theory, lots of examples (sites, videos, ads, case studies), lots of discussion. Individual and team work will be required (see Grading).

8. POLICY ON THE AVAILABILITY OF LECTURE NOTES

Copies of the PowerPoint slides will be uploaded on the Moodle system just before each class.

9. MINUTE PAPERS

No minute papers in this course.

10. POLICY ON CLASS ATTENDANCE

Regular and punctual attendance at every class session is a requirement of all degree programs at CEU Business School. Each class covers material not found in the readings. Furthermore, participation in class discussions is an important part of the learning experience for all students as well as a factor in grading. Any absence may affect your grade. If illness or another unusual circumstance requires missing a class, please do your best to inform me (or, if I cannot be reached, the Program Coordinator) in advance. A grade of “AF” (Administrative Fail) may be assigned for failure to regularly attend a course, to drop the course in time, or to complete requirements on time. This is a general CEU regulation that the Business School also follows. The “AF” grade earns no credit, 0 points, and affects your GPA in the same way as a regular “F” grade. Lateness will not be tolerated—it is disruptive and disrespectful to the class. Therefore, the requirement for punctuality is 100% and the consequences of disregarding this policy is after two lateness’s, the course grade is reduced by 10 percent.

11. CLASS PARTICIPATION

Active participation is required, since it is part of the grading.

12. GRADING

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

13. ACADEMIC INTEGRITY

The Business School expects all students to adhere to the fundamental principles of academic integrity in any and all behaviours associated with their course work and otherwise, as stated in the CEU Honor Code (see Student Handbook). Attempted cheating of all forms is treated extremely seriously and can result in dismissal from the School and University.

14. LIBRARY AND INTERNET LIBRARY RESOURCES

The CEU Library, at Nador St. 9, has the largest collection of English-language materials in the social sciences and humanities in Central Europe: 180,000 monographs and 30,000 volumes of periodicals, working papers, dissertations and so on. CEU faculty and students have access to 30,000 electronic journals, searchable via the Journal Search tool on the library catalogue page (<http://goya.ceu.hu/>); the icon is in the upper right corner.

CEU Business School core faculty, students and staff are automatically eligible for full membership in the Library, after registering at the Circulation Desk. (To use the Library, adjunct faculty should first obtain a pass at the B School Academic Office Rm 311.)

The CEU Library has 5,000 business-related titles, supplemented by leading electronic databases, accessible through <http://www.library.ceu.hu/databases.html> (Click on the icons and then click on the tag next to “connect to”.) The Ebsco Host Business Source Complete contains 3,700 periodicals in full text, many monographs, some case studies, and videos of the Harvard Faculty Seminar Series. *Emerald Management Journals* collection has a portfolio of 175 journals in management, marketing, econ and finance.

New business databases include *OneSource*, the most comprehensive company & executive information. *Global Market Information Database* has comprehensive data and reports across industries, countries and type of consumers. *Thomson One Banker* provides data on internationally quoted companies, international stock exchange indices, private equity, and financial deals. *Science Direct* is an extensive full-text database covering authoritative titles from the core scientific literature. *The Company Dossier* in Lexis Nexis Academic allows users to browse in-depth company profiles and industry reports. Core statistical databases include IFS, GFS Online, OECD Main Economic Indicators, National Accounts Statistics, and Tax Statistics. *Econlit* at the CSA/Proquest platform provides bibliographic coverage of a wide range of economics-related literature.

Business dailies and weeklies can be accessed through the library. **Business Eastern Europe** by EIU is a weekly briefing on operating a business in Eastern Europe. **Country Reports** also by EIU provide in-depth economic, political and business analysis and short-term market outlooks. Electronic versions of *The WSJ* are in PressDisplay. *The Economist* is included by EbscoHost. For *The Fin. Times online*, see Journal Search.

News on economic and social developments in the Caucasus and Central Asia can be downloaded directly (not via the CEU Library): <http://www.icegec.hu/eng/index.htm>.

Help with Case Studies and Research Projects

Available on CEU Library reserve is a reference work that students preparing case-study assignments or undertaking individual or team research projects should find helpful, *Business Case Studies: Preparation, Teaching and Learning* (compiled, with contributions, by Susan Harmeling, Lead Case Writer, Harvard Business School, and Paul Marer, Professor, CEU Business School). This work, whose reference code is CM-GSB, can be found on the shelf marked Business School Readers, right behind the Circulation Desk, at the CEU Library on Nador utca.

The VPN access makes it easy to reach from outside of the CEU network the full version of UIS and all CEU Library databases and journals. (Visit <https://vpn.ceu.hu>, accept the security-certificate, and enter: **User name:** ceubs **Password:** Ceubusi987. The password is case sensitive, and to enter it, only the virtual keyboard appearing on the screen can be used. Once logged in, the "built in" browser can be used to access the respective sites: UIS: <https://infosys.ceu.hu>.

15. COURSE OUTLINE AND SESSION ASSIGNMENTS

TENTATIVE

Session	Date	Topic	Reading
1	2016 Dec 17	<ul style="list-style-type: none"> ➤ Digital marketing in corporate strategy ➤ Foundations of online communication ➤ Connections to market research, branding, CRM and advertising 	http://www.redandyellow.co.za/wp-content/uploads/2-Digital-Marketing-Strategy_Quirk-Textbook-5.pdf
2	Dec 17	<ul style="list-style-type: none"> ➤ Website development: structure, design, content ➤ SEO (Search Engine Optimization) 	http://www.redandyellow.co.za/wp-content/uploads/4-Content-Marketing-Strategy_Quirk-Textbook-5.pdf
3	Jan 7	<ul style="list-style-type: none"> ➤ Online advertising ➤ Affiliate marketing ➤ Google Adwords 	http://www.redandyellow.co.za/wp-content/uploads/11-Online-Advertising_Quirk-Textbook-5.pdf
4	Jan 7	<ul style="list-style-type: none"> ➤ Social Media ➤ Facebook and LinkedIn advertising 	http://www.redandyellow.co.za/wp-content/uploads/15-Social-Media-Strategy_Quirk-Textbook-5.pdf
5	Jan 21	<ul style="list-style-type: none"> ➤ Content marketing 	eTextbook – Chapter 4
6	Jan 21	<ul style="list-style-type: none"> ➤ Digital marketing tools: <ul style="list-style-type: none"> • E-mail • Mobile • Content ➤ Evaluation of Digital Marketing: Google Analytics 	http://www.redandyellow.co.za/wp-content/uploads/16-Email-Marketing_Quirk-Textbook-5.pdf http://www.redandyellow.co.za/wp-content/uploads/17-Mobile-Marketing_Quirk-Textbook-5.pdf
7	Feb 11	<ul style="list-style-type: none"> ➤ Creative considerations <ul style="list-style-type: none"> • How to create appealing messages online 	eTextbook – Chapter 5 & 7
8	Feb 11	<ul style="list-style-type: none"> ➤ Presentations ➤ Ethics in Digital Marketing 	

16. BRIEF BIO OF THE INSTRUCTOR

Tibor Farkas has studied in Budapest and in Groningen (the Netherlands). He has earned his MBA in 2001 with specialization in International Marketing and Management.

He works as an independent marketing consultant for large and medium-sized enterprises. He teaches at universities and private schools and makes trainings for marketing professionals. He has launched his own business in 2003.

He has worked for Ernst & Young as Director of Marketing and Business Development (2 years) and for McCann Relationship Marketing as Managing Director (7 years). He was responsible for the campaigns of Opel Southeast Europe, Nestlé, L'Oreal, Gillette, Pannon, K&H, and gained significant experience in FMCG and pharma business as well. Before that he was an Account Director for McCann-Erickson (2 years) and Marketing Consultant for Swedish Tobacco (2 years).

Tibor has been teaching at CEU Business School since 2008.