

COURSE OUTLINE: DIGITAL MARKETING

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	OE707	SEMESTER	7th (Major C)
COURSE TITLE	DIGITAL MARKETING		
INSTRUCTOR(S)	Adjunct Lecturer		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	SPECIAL BACKGROUND SPECIALISED GENERAL KNOWLEDGE SKILLS DEVELOPMENT		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK / ENGLISH		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://www.econ.uth.gr/		

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

After completing the course participants should be able to:

- Analyze digital marketing strategies based on online value propositions and market/product development.
- Know the main digital marketing tools and be able to apply them at an introductory level.
- Select and combine appropriate tools according to marketing objectives and market data.
- Recognize the value of interactive marketing communication, search engine marketing, and interactive public relations for a business.
- Evaluate the effectiveness of digital marketing actions.
- Understand and use a wide range of tools and techniques for analysis and correlation of data from the web and social networks.
- Collect data from the web and social networks.
- Apply performance measurement models to online advertising.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

The course aims to develop and cultivate students' core professional and social skills in:

- Search, analysis and synthesis of data and information using necessary technologies
- Adaptation to new situations
- Decision making
- Independent work
- Teamwork
- Work in an international environment
- Ability to identify and evaluate business opportunities
- Generation of new ideas
- Demonstration of social, professional and ethical responsibility
- Promotion of free, creative and inductive thinking

SYLLABUS

The course aims to present the new opportunities offered by the Internet and digital technologies, both at strategic and tactical levels, and their connection to the overall marketing strategy of an organization or company. The course seeks to equip students with the knowledge and skills required to analyze data from the World Wide Web and social networks and to draw useful conclusions for a marketing executive. Students will form teams and promote their own websites or social media pages.

Marketing and the Internet — Consumer behavior online and in other digital media

- Electronic business models
- Marketing strategy in the digital era
- Value creation and content marketing
- Community management — Engagement and conversions
- Channels, means and tools for online advertising (owned, paid, earned media)
- Search engine optimization (SEO)
- Use of Google Analytics
- Measurement of conversion rate and return on investment (ROI) in a multi-channel digital marketing environment
- Advertising on social networks
- Use of tools and techniques for analysis and description of social network structures (social media metrics)
- Email marketing
- Presentation of group project

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY Face-to-face, Distance learning, etc.	Face-to-face teaching The course is organized in two parallel streams: 1. Lectures, where concepts and methodologies forming the core course material are analyzed. 2. Workshops (studios), where students become familiar with methods and tools for creative thinking and analysis, deliberation, idea synthesis and design; they are organized into teams with emphasis on interdisciplinarity.	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	Use of the course website on the e-class platform to post: (a) lecture notes, (b) web links, (c) announcements, search tools and social networks.	
TEACHING METHODS The manner and methods of teaching are described in detail.	Activity	Semester workload
	Lectures	39
	Seminars	4
	Bibliographic study	81

<i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Homework preparation	40
	Homework presentation	16
	Total Course Workload	180
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other.</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Written paper and public presentation. Student assessment is primarily based on the group project; the final grade takes into account: • the written project report • the end-of-term project presentation • participation in laboratory sessions • participation in course activities (lectures, field visits, etc.) Assessment criteria include focus, problem analysis, solution synthesis, teamwork and division of work, quality of the presentation and the substantiation of arguments. ERASMUS students follow the same assessment methods but are taught and examined in English.	

ATTACHED BIBLIOGRAPHY

(1) Ψηφιακό Μάρκετινγκ

Έκδοση 2019

Κωδικός Βιβλίου στον Εύδοξο: 86053196

Συγγραφείς: Βλαχοπούλου Μάρω

(2) Ψηφιακό Μάρκετινγκ – Σχεδιασμός, Στρατηγικές και Πρακτικές

Έκδοση 2022

Κωδικός Βιβλίου στον Εύδοξο: 112690619

Συγγραφείς: Hanlon Annmarie