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| Course unit title:                       | Digital Marketing Technologies II  |                |      |
| Course unit code:                        | AMDM210  |                |      |
| Type of course unit:                     | Compulsory   |                |      |
| Level of course unit:                    | Bachelor (1 <sup>st</sup> cycle)   |                |      |
| Year of study:                           | 2  |                |      |
| Semester when the unit is delivered:     | 4 (Spring)   |                |      |
| Number of ECTS credits allocated :       | 6  |                |      |
| Learning outcomes of the course unit:    | <ol style="list-style-type: none"> <li>1. Recognize the capabilities and advancements of smart systems and social networks.</li> <li>2. Familiarize with social media marketing and mobile marketing.</li> <li>3. Demonstrate the ability to use popular platforms, tools and engines related to social media and mobile marketing technologies.</li> <li>4. Demonstrate the ability to apply correct operations and form the necessary marketing strategies.</li> <li>5. Recognize the importance of analytics</li> <li>6. Illustrate the ability to use analytics to evaluate an online strategy</li> </ol>  |                |      |
| Mode of delivery:                        | Face-to-face   |                |      |
| Prerequisites:                           | AMDM200  | Co-requisites: | None |
| Recommended optional program components: | None   |                |      |
| Course contents:                         | <ul style="list-style-type: none"> <li>• Social Networks, Users and Metrics - Social Media Management Tools - how to manage multiple social media accounts from one dashboard.</li> <li>• Social Media Marketing, Passive and Active, Content Creation, Content Outreach, Examples (Twitter, Facebook, Google+, LinkedIn, Foursquare, Instagram, Youtube), Future Trends</li> <li>• Social Media Analytics and Tools, Facebook Graph Search API, Metrics</li> <li>• Smart Systems, What is it? Capabilities? Stores and marketplaces, Monetization Techniques (In-app Ads, Freemium Model, Referral Marketing, etc.) Google Ad-mob, Microsoft Pubcenter, Affiliate Marketing</li> <li>• Mobile Marketing, Mobile Messaging, Mobile Sites, Mobile Apps, Google Analytics in mobiles, Mobile Video, Mobile Games Marketing</li> <li>• Social-media and Mobile marketing</li> <li>• Context-awareness in marketing, Location Management, Time management, Personalization and customization, Privacy</li> <li>• New Trends, Online Video and Image Marketing, Content Performance optimization</li> <li>• In Search of the Perfect Keywords with Google Insights</li> <li>• Experts Marketing (discover the Internet experts for your product – services, and engage them to your marketing strategy)</li> <li>• Viral Marketing through text, video or audio - Start-up (Entrepreneurial) marketing methods and strategy</li> <li>• Transforming your fans to promoters (Call-to-actions promotion campaigns, etc.) - Keep a close-eye to your competition (tools, methods, short and long-term strategies)</li> </ul> |                |      |
| Recommended                              | Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers   |                |      |

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| and/or required reading:                          | Online (2014 Revised Version), Brian Halligan, Dharmesh Shah, Wiley Publishing House.  |
| Textbooks:  | Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online (2014 Revised Version), Brian Halligan, Dharmesh Shah, Wiley Publishing House.   |
| References:                                       | Dave Chaffey, Fiona Ellis-Chadwick, (2012) Digital Marketing: Strategy, Implementation and Practice, Pearson<br>Damian Ryan, (2014) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page.<br>WSI, (2013), Digital Minds: 12 Things Every Business Needs to Know About Digital Marketing, FriesenPress<br>Dave Chaffey, PR Smith (2012), Emarketing Excellence: Planning and Optimizing your Digital Marketing, Routledge<br>Clif Braun, (2014) Social Marketing: No Money No Experience No Problem, 17 Black. |
| Planned learning activities and teaching methods: | Students are taught the course through lectures by means of computer presentations. Laboratory work consists of practical problems aiming to help students understand and illustrate the concepts taught at lectures using the tools, platforms and engines introduced at lectures.<br>Homework requires students to work in real case studies and present real digital marketing solutions<br>Lecture/Laboratory notes and presentations are available through the web for students to use in combination with the textbooks.                                 |
| Assessment methods and criteria:                  | <ul style="list-style-type: none"> <li>• Lab Assignments/Homework: 25%</li> <li>• Tests: 25%</li> <li>• Final Exam: 50%</li> </ul>   |
| Language of instruction:                          | English  |
| Work placement(s):                                | No   |