

## PRC317 Digital Marketing Technologies and Campaigns

Course Title	<b>Digital Marketing Technologies and Campaigns</b>				
Course Code	<b>PRC317</b>				
Course Type	Compulsory				
Level	BA				
Year / Semester	3 <sup>rd</sup> /Spring				
Teacher's Name	Andreas Constantinides				
ECTS	6	Lectures / week	2	Laboratories / week	1
Course Purpose and Objectives	<p>Digital marketing refers to any type of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. As digital platforms became increasingly incorporated into marketing plans and everyday life and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, social media optimization, e-mail direct marketing. Digital marketing also extends to nonInternet channels that provide digital media, such as mobile phones. The purpose of this course is to allow students to explore several aspects of the new digital marketing environment and technologies, including topics such as digital marketing analytics, search engine optimization, social media marketing, and analytics. With the completion of this course students will have a richer understanding of the foundations of the new digital marketing landscape and acquire a new set of concepts and tools to help them digitally create, distribute, promote and price products and services.</p>				
Learning Outcomes	<ul style="list-style-type: none"> <li>• By the end of the course, students should be able to:</li> <li>• Familiarize with new digital marketing concepts and technologies. • Familiarize with social media marketing and mobile marketing.</li> <li>• Demonstrate the ability to use popular platforms, tools and engines related to various digital technologies.</li> <li>• Demonstrate the ability to apply correct operations and form the necessary marketing strategies.</li> <li>• Illustrate the ability to use tools to interpret the results of a digital marketing campaign</li> <li>• Understand the fundamentals of paid search and launch, manage and measure paid search campaigns</li> <li>• To apply appropriate web design and website optimization processes</li> </ul>				
Prerequisites	None	Required	None		

<p>Course Content</p>	<p>Main topics of the course:</p> <p>Introduction to Digital Marketing, Overview of New Digital Media and Technologies</p> <p>Text Marketing, SMS Marketing, Email Marketing – related platforms (e.g., MailChimp και Vertical Response) and techniques (e.g., Publication Schedule, Split Test, Reporting and interpretation), Picture and Sound Marketing</p> <p>Database Marketing, Paid databases. • Website Marketing, Website Techniques/Algorithms (e.g., PageRank), Google Webmaster</p> <p>Search Engine optimization, Paid placement, Paid inclusion, Shopping search, Video search ads, Local search ads, Product listing ads</p> <p>Display Marketing, Google AdWords</p> <p>Engines, Tools and Platforms • Content (Article) Marketing and Back-links as a strategy (establish your credibility as an expert, and improve your search-engine ranking)</p> <p>Google Analytics as a marketing strategy valuation tool</p> <p>Social Networks, Users and Metrics - Social Media Management Tools - how to manage multiple social media accounts from one dashboard. •</p> <p>Social Media Marketing, Passive and Active, Content Creation, Content Outreach, Examples (Twitter, Facebook, Google+, LinkedIn, Foursquare, Instagram, Youtube), Future Trends</p> <p>Social Media Analytics and Tools, Facebook Graph Search API, Metrics</p> <p>Web social responsibility and word of mouth, Privacy</p> <p>Website optimization</p>
<p>Teaching Methodology</p>	<p>• The course is structured around lectures (2 hours per week) and laboratories (1 hour per week) as well as group projects with final project presentation, laboratory exercises and individual work. During the lectures, students are encouraged to participate in discussions enabling the exchange of ideas and examples. Laboratory exercises are handed to students and their solutions are discussed at laboratory periods. Additional tutorial time at the end of each) lecture is provided to students as well as additional notes for each section of the course and worksheets, which process in the lab or as homework. Students are expected to demonstrate the necessary effort to become confident with the different concepts and topics of the course. Lecture notes and presentations are available through the web (e-learning platform) for students to use in combination with the textbooks. Furthermore, theoretical principles are explained by means of specific examples and for solving specific problems using practical examples. Students are also advised to use the subject’s textbook or reference books for further reading and practice</p>

Bibliography	<p>Textbooks: Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online (2014 Revised Version), Brian Halligan, Dharmesh Shah, Wiley Publishing House.</p> <p>References: • Dave Chaffey, Fiona Ellis-Chadwick, (2012) Digital Marketing: Strategy, Implementation and Practice, Pearson • Damian Ryan, (2014) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page.</p> <p>WSI, (2013), Digital Minds: 12 Things Every Business Needs to Know About Digital Marketing, Friesen Press</p> <p>Dave Chaffey, PR Smith (2012), Emarketing Excellence: Planning and Optimizing your Digital Marketing, Routledge</p> <p>S. Godin,(1999), Permission Marketing: Turning Strangers Into Friends And Friends Into Customers, New York: Simon &amp; Schuster.</p>
Assessment	<p>The Students are assessed via continuous assessment throughout the duration of the Semester, which forms the Coursework grade and the final written exam. The coursework and the final exam grades are weighted 60% and 40%, respectively, and compose the final grade of the course. Various approaches are used for the continuous assessment of the students, such as mid-term test, class participation and laboratory work, group project design, implementation and presentation. The assessment weight, date and time of each type of continuous assessment is being set at the beginning of the semester via the course outline.</p> <p>An indicative weighted continuous assessment of the course is shown below:</p> <ul style="list-style-type: none"> <li>• Mid-term Tests (10% of total marks for module)</li> <li>• Participation Activities (Lab work)(10% of total marks for module)</li> <li>• One marked (group) project (10% of total marks for module)</li> <li>• Presentation of group project (10% of total marks for module)</li> <li>• One closed-book, 3-hours exam (60% of total marks for module)</li> </ul>
Language	Greek