

AMDM112 – Introduction to Digital Marketing and Social Media

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| Course Title | Introduction to Digital Marketing and Social Media | | | | |
| Course Code | AMDM112 | | | | |
| Course Type | Compulsory | | | | |
| Level | BA (Level 1) | | | | |
| Year / Semester | 1 st year/2 nd semester | | | | |
| Teacher's Name | Mr Alexis Petrides / Ms Marina Nicolaou | | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories/week | - |
| Course Purpose | <p>The purpose of this course is to introduce the core principles and purpose of digital marketing and social media marketing. It introduces students to one of the most contemporary marketing topics offering them a combination of theoretical and practical knowledge.</p> <p>The course concentrates on two interrelated subject areas Digital Marketing and Social media. In relation to digital marketing, it enables students to develop clear and actionable business objectives for a digital marketing plan, gain audience and industry insight by conducting digital research, and to prepare the foundations for a fully integrated 360 digital marketing campaign by connecting effectively with targeted market segments. In relation to social media, it introduces students key social media platforms for digital marketing and demonstrates how to set up a social media experience for a business. It explains the techniques and best practices for growing and engaging a social media audience and demonstrates how to create effective paid advertising campaigns on the key social platforms. It also covers how to extract and report on data from the platforms' native analytics tools to derive deeper audience and campaign insights.</p> | | | | |
| Learning Outcomes | <p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the core principles and purpose of digital marketing and social media marketing 2. Develop clear and actionable objectives for a digital marketing plan 3. Identify the importance of digital research and social listening 4. Use the buyer's journey to understand how to engage and audience effectively with 360 digital channels and content 5. To identify the benefits of social media marketing 6. Compare the various social media platforms 7. Apply social media tools to establish successful engagement with targeted audiences | | | | |
| Prerequisites | ABSM101 | Co-requisites | None | | |

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| Course Content | <ol style="list-style-type: none"> 1. Introduction to digital marketing and social media Digital marketing fundamentals and concepts The defining characteristics of social media Traditional and digital marketing principles 3i principles Digital channels Developing marketing objectives <ul style="list-style-type: none"> ○ SMART objectives 2. The digital marketing environment The digital micro and macro environment The social media environment 3. Digital media and the marketing mix How the traditional marketing mix can be applied to inform digital marketing planning and strategy 4. Relationship marketing using digital platforms Using social media to improve customer loyalty The challenge of customer engagement 5. Network structure and group influences Community structure Online communities The rise of influencers 6. Digital Research Audience research Audience listening tools Cultural research Competitive research Industry trend research 7. Connecting with the Customer The buyer's journey Marketing functions Integrating traditional and digital marketing Aligning the buyer's journey with channels Tools for digital marketing Social consumers The digital consumer Market segmentation in the social media market 8. Key Social Platforms for Digital Marketing Social media marketing concepts The buyer's journey and social media marketing Key social media platforms Setting up a Social Media Experience for a Business |
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| | <p>Setting up social on key platforms</p> <p>9. Growing and Engaging an Audience Using Social Media The value of building a social media community Engaging with an audience using social media Using Facebook to engage an audience Using Twitter to engage an audience Using LinkedIn to engage an audience Using Instagram to engage an audience Using snapchat to engage an audience</p> <p>10. Creating and Optimizing Social Media Campaigns Five key steps for creating a social campaign Setting up a facebook and Instagram campaign using business manager Setting up a twitter campaign using ADS manager Setting up a Linked in campaign using campaign manager Setting up a snapchat campaign using AD manager</p> <p>11. Developing Data-Driven Audience and Campaign Insights Using Social Media Tools Analysing and reporting using social media tools Deriving insights from Facebook Deriving insights from Twitter Deriving insights from LinkedIn Deriving insights from Instagram Deriving insights from Snapchat</p> |
| Teaching Methodology | <p>The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course's content by real life companies and to provide students with information by experts (e.g. CEO's, marketing professionals).</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work involving brainstorming and cooperative learning is an important part of this courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p> |
| Bibliography | <p><u>Textbooks:</u></p> <ul style="list-style-type: none"> ○ Chaffey, D. and Ellis Chadwick, F. (2019) Digital Marketing. Pearson Education |

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| | <ul style="list-style-type: none"> ○ Tuten, T. L. and Solomon, M.R. (2018) Social Media Marketing. Sage publications ○ Digital Marketing Institute learning materials: This course will use a series of up to date learning materials including e-content, videos and case studies <p><u>References:</u></p> <p>Journal articles</p> <ul style="list-style-type: none"> ○ Iankova, S., Davies, I., Archer-Brown, C., Marder, B. and Yau, A. (2019) A comparison of social media marketing between B2B, B2C and mixed business models, Industrial Marketing Management, 81, p. 169-179 ○ Jacobson, J., Gruzd, A. and Hernández-García, A. (2020) Social media marketing: Who is watching the watchers?. Journal of Retailing and Consumer Services, 53 ○ Steinhoff, L., Arli, D., Weaven, S. et al. (2019) Online relationship marketing. Journal of the Academy of Marketing Science, 47, p. 369–393 <p>Suggested Journals</p> <ul style="list-style-type: none"> ○ European Journal of Marketing ○ International Journal of Advertising ○ International Journal of Marketing Communications ○ Journal of brand management ○ Journal of Consumer research ○ Journal of Marketing ○ Journal of Promotion Management <p>Useful Links</p> <ul style="list-style-type: none"> ○ Advertising Age www.adage.com ○ DIGIDAY www.digiday.com ○ Marketing Week www.marketingweek.com ○ MarketingProfs www.marketingprofs.com ○ Search engine journal https://www.searchenginejournal.com/category/content-marketing/#close ○ Facebook Newsroom https://about.fb.com/news/ ○ Think with Google https://www.thinkwithgoogle.com/ ○ Digiday https://digiday.com/ ○ HubSpot Company News https://www.hubspot.com/company-news ○ Official YouTube Blog https://youtube.googleblog.com/ |
| Assessment | <p>(a) <u>Methods:</u> Students will be assessed as follows:</p> <p style="text-align: center;"><u>Final exam</u></p> |

Course work

- Assignment
- Mid term exam
- Oral Presentation

(b) Criteria:

Final/Mid term exams: Assessment criteria are available to the students in relation to each of the written exams (final, mid term)

- Each question is however assessed using the following general criteria :
 - 86%-100% excellent/comprehensive answers
 - 76%-85% very well answered questions
 - 66%-75% well answered questions
 - 50%-65% satisfactory answered questions
 - 0%-49% poor or incorrect answers

Assignment and Oral Presentation

*The assignment assessment criteria will be presented in the context of the assignment guidelines that will be given to the students in due time

*The oral presentation assessment criteria are as follows:

| | Maximum mark |
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| Preparation | 15 |
| PPT presentation (Clear, not overcrowded) | 15 |
| Content | 20 |
| Organization of information | 15 |
| Ability to answer questions | 20 |
| Adherence to time limit | 15 |
| MAXIMUM TOTAL MARK | 100 |

*Note: A detailed explanation of each of the criteria is given to the students in the form of assignment and presentation guidelines

(c) Weights:

- Final exam: 60%
- Group assignment: 20%
- Mid term exam: 15%
- Presentation: 5%

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| Language | English |
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