

AMDM398 – Digital Marketing Strategy and email marketing

Course Title	Digital Marketing Strategy and Email Marketing				
Course Code	AMDM398				
Course Type	Elective				
Level	BA (Level 1)				
Year / Semester	3 rd year/ 6 th semester				
Teacher's Name	Mr Alexis Petrides				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	<p>The aim of this course is to present students with the necessary tools and guidelines that will allow them to prepare a digital marketing strategy that will engage consumers and offer added value to an organisation. It also outlines the fundamentals of email marketing and covers how the concepts of segmentation, personalization, timing, and engagement and the legislation and regulations surrounding data protection underpin an effective email marketing strategy.</p> <p>This module enables students to work in the field of marketing and digital marketing buy providing them with both theoretical and practical knowledge in the area.</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 components of a digital marketing strategy and assess their importance 2. Employ insights from key research activities to inform the digital marketing strategy 3. Develop a creative strategy that engages an audience and delivers on campaign goals 4. Assess all relevant factors for the development and execution of paid media plans in the context of a digital marketing strategy 5. Identify the fundamental concepts associated with email marketing and the key legislation and regulations surrounding email permissions and data protection 6. Understand the core principles that underpin the creation and delivery of an effective email marketing strategy 7. Use email tests, metrics, statistics, and best practices to report on and optimize an email marketing campaign 8. Assess the value provided by marketing automation tools 				
Prerequisites	AMDM112	Corequisites	None		

Course Content	<p>12. Digital Strategy Fundamentals Strategy fundamentals Digital marketing and digital media Digital resources Budgeting ROI</p> <p>13. Aligning Digital Marketing strategy with Digital strategy</p> <p>14. Setting Strategy Objectives and KPIs Setting Objectives KPIs Forecasting Reviews</p> <p>15. Digital Strategy Research Research activities The research ma Thinking critically about research Owned and desk research Digital audit Audience research Social listening Competitor research Developing a brief</p> <p>16. Developing a Creative Strategy Creative strategy and maximizing your creative output Content strategy Channel specifications for a launce plan</p> <p>17. Executing a Digital Marketing Strategy Identifying channels for the campaign Developing a toolkit for achieving objectives A media plan Strategy execution</p> <p>18. Email Marketing Fundamentals Key concepts Inbound email marketing Legislation and regulations</p> <p>19. Email Marketing Tools and Strategy Email strategy Email service providers Email strategy Email service providers Data capture Contact database</p>
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	<p>20. Email Design Email components Audience Subject line Email copy Email design CTAs Images</p> <p>21. Creating an Effective Email Campaign Email campaign creation Deliverability factors Campaign delivery challenges Campaign delivery management Testing and Optimizing an Email Email testing Campaign performance Optimizing and minimizing bounces and unsubscribes</p> <p>22. Marketing Automation process</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 ○ Kingsnorth, S. (2019) Digital Marketing strategy: An integrated approach to online marketing. Kogan Page ○ Digital Marketing Institute learning materials <p><u>References:</u></p> <p>Book</p>

	<ul style="list-style-type: none"> ○ Jobber, D. And Ellis-Chadwick, F. (2019) Principles and Practice of Marketing (9th Edition). McGraw Hill <p>Journal articles</p> <ul style="list-style-type: none"> ○ Bhatia, V. (2020) Drivers and barriers of permission-based marketing. Journal of Research in Interactive Marketing ○ Kannan, P.K. and Hongshuang, L. (2017) Digital marketing: A framework, review and research agenda. International Journal of Research in Marketing, 34(1), 22-45 <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/
<p>Assessment</p>	<p>(a) <u>Methods:</u> Students will be assessed as follows:</p> <p><u>Final exam</u> <u>Course work</u></p> <ul style="list-style-type: none"> ○ Assignment ○ Mid term exam ○ Oral Presentation <p>(b) <u>Criteria:</u></p> <p>Final/Mid term exams: Assessment criteria are available to the students in relation to each of the written exams (final, mid term)</p> <ul style="list-style-type: none"> ○ 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
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%

Language

English