



ISB - INTERNATIONAL SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING
COURSE TITLE: DIGITAL MARKETING
COURSE CODE: BUMKWM325; CPCRWM325
3 Semester Credits

1. DESCRIPTION

20th and 21st century development has witnessed the evolution and revolution in business communication. The birth of the web was the inspiration that led to a different form of interaction and engagement between companies and customers, such as a growing customer participation in the creation and development of the business image. This course features web marketing that is based on practices and principles applicable to all sectors and is also suitable for the small and medium-sized enterprises who were previously cut off from traditional mass media promotion for budget reasons. The web will be considered beyond the concept of sites and focus substantially on the social networks. The social aspect of marketing communication online is a striking feature of the web today, where engagement and conversations occur not only between customers but also between companies and customers to stimulate the most powerful communication tool: word of mouth. Prerequisites: Introduction to Marketing.

2. OBJECTIVES

On successful completion of this course, students will be able to: - Understand the differences between traditional marketing and the 2.0 - Understand how to integrate the new tools of communication with the classical action - Define web marketing initiatives designed to make the site a real business tool utility - Define Web marketing campaigns to attract and, more importantly, retain users on the site - Knowing how to set Web Marketing campaigns and read and interpret ROI indexes to improve the performance of such campaigns - Acquire knowledge of the times, methods and cost analysis to optimize the web marketing strategies and actions - Define strategies and actions to be performed to optimize the use of social networks

3. REQUIREMENTS

Successful completion of Introduction to Marketing or equivalent is required for this course.

4. METHOD

This course consists of lectures, class discussions, projects. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

5. TEXTBOOK - FURTHER READINGS - RESOURCES

TEXTBOOK (Copy available at the university library):

- Vaynerchuk, Gary. *The Thank You Economy*, Harper Business, 2011.

The textbook is mandatory for successful completion of the course.
Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION - GRADING SYSTEM

10% Attendance

15% Participation and Assignments

20% Midterm Exam, Field Learning Project (if applicable), Special/Research Project (if applicable)

30% Final Exam

25% Final Paper/Project

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE - PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.

- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS - PAPERS - PROJECTS

The **Midterm exam** accounts for 20% of the final course grade. It consists of short essay questions, multiple choice questions and oral presentation of the semester-long project.

The **Final Exam** accounts for 30% of the final course grade. It consists of short essay questions, multiple choice questions.

Participation accounts for 15% of the final course grade. Class **Attendance** accounts for 10% of the final course grade

The **group project** accounts for 25% of the final course grade. The student project consists in the carrying out of a web & social marketing/communication strategy for an Italian company.

The **report** should consist of a concise scenario brief of the company (what they are trying to do, SWOT), an overview of their web presence and an overview of their social presence to build their web profile (brand awareness and reputation), a web & social marketing plan (actions, timing, budget) and a short brief on possible non-conventional activities 10-15 minutes presentations followed by a brief discussion (5mins approx.). Students will be required to propose their marketing insights through a logical thought process. The presentations will help students boost confidence, adaptability, communication and team working skills. Presentations should be carried out with PowerPoint or Prezi.

Please note that the instructor will be responsible for the assignment of the project topics. Failure to timely submit the presentation by the requested date will result in an "F" grade for the whole project (25% of the final course grade).

12. LESSONS

Lesson 1	
Meet	In class
Lecture	Introduction to web marketing: how marketing has changed and how consumer has changed after the “web explosion”
Objectives	Expectations, Goals, present each other, show how consumer behavior relates to marketing decision-making
Readings/ Assignments	Read: Vaynerchuk, <i>The Thank You Economy</i> , Chapter 1.

Lesson 2	
Meet	In class
Lecture	Meeting with managers
Objectives	Groupwork assignment
Readings/ Assignments	Assignment: Material provided by the instructor

Lesson 3	
Meet	In class
Lecture	Marketing 1.0: strategic and operative, from where we’ve started. You can’t look to the future with no knowledge of the past
Objectives	Understand main tools and technique used in last years and the future of the web
Readings/ Assignments	Video: www.ted.com - “Peter Hirshberg on TV and the web” http://www.ted.com/talks/peter_hirshberg_on_tv_and_the_web?language=en

Lesson 4	
Meet	In class
Lecture	The 4P’s era: are they still useful? Changing the vision of marketing
Objectives	Define how the traditional view of operative marketing has changed after the web and social birth
Readings/ Assignments	<i>The thank you economy</i> , Gary Vaynerchuk, HarperBusiness, 2011, Chapter 5 Video: www.ted.com - Seth Godin: How to get your ideas to spread” http://www.ted.com/talks/seth_godin_on_sliced_bread

Lesson 5	
Meet	In class
Lecture	Building a digital marketing profile
Objectives	Define and describe how to develop a web marketing strategy for a company. The advent of the Internet: the world has changed but companies haven’t
Readings/ Assignments	Material provided by the instructor

Lesson 6	
Meet	In class

Lecture	The Cluetrain manifesto: the rules of interacting with the consumer. First of all they're not consumers! The digital brand: brand awareness and reputation
Objectives	Understand changes in consumer behavior and the new rules of communication Define brand strategies and tactics to develop a perfect brand awareness and reputation
Readings/ Assignments	The cluetrain manifesto The thank you economy, Gary Vaynerchuk, HarperBusiness, 2011, Chapter 4 Video: www.ted.com - "Richard Branson: Life at 30,000 feet" http://www.ted.com/talks/richard_branson_s_life_at_30_000_feet?language=en

Lesson 7	
Meet	In class
Lecture	MIDTERM EXAM

Lesson 8	
NA	ACADEMIC BREAK

Lesson 9	
Meet	In class
Lecture	Internet marketing instruments: SEO, SEM, Adwords and friends
Objectives	Define techniques for visibility on search engines
Readings/ Assignments	Reading assignments: Material provided by the instructor Video: www.youtube.com - "SEO for startups in under 10 minutes" "5 common mistakes in SEO (and 6 good ideas!)"

Lesson 10	
Meet	In class
Lecture	Marketing 2.0 and 3.0: the time to listen has come!
Objectives	Show how the relationship and the communication between company and customer has changed
Readings/ Assignments	<i>The thank you economy</i> , Gary Vaynerchuk, HarperBusiness, 2011, Chapter 6

Lesson 11	
Meet	In class
Lecture	Social marketing: is my brand in your hand?
Objectives	Social marketing best practices, implications for brands and integration with traditional and classic web communication
Visit	<i>The thank you economy</i> , Gary Vaynerchuk, HarperBusiness, 2011, Chapter 3 Video: www.ted.com - "Morgan Spurlock: The greatest TED Talk ever sold" https://www.ted.com/talks/morgan_spurlock_the_greatest_ted_talk_ever_sold?language=en
Readings/ Assignment	In class

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Lesson 12	
Meet	In class
Lecture	Social media metrics: when can I say “I have succeeded”?
Objectives	How to measure social activities, ROI and returns
Readings/ Assignments	<i>The thank you economy</i> , Gary Vaynerchuk, HarperBusiness, 2011, Chapter 7 Material provided by the teacher

Lesson 13	
Meet	In class
Lecture	NON-conventional marketing: let’s try to be noticed! Marketing 3.0: where is the world going to?
Objectives	Present case studies, show types of non-conventional communication and necessary strategic steps for different kind of marketing. Define the future of marketing and e-community
Readings/ Assignments	Reading assignments: <i>Contemporary Issues in Marketing and Consumer Behavior</i> , Elizabeth Parsons, Butterworth-Heinemann, 2009 Chapter 7 Video: www.ted.com - “Johanna Blakley: Social media and the end of gender” https://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender

Lesson 14	
Meet	In class
Lecture	FINAL PRESENTATIONS
Readings/ Assignments	Review for final exam

Lesson 15	
Meet	In class
Lecture	FINAL EXAM