

DIGITAL AND SOCIAL MEDIA MARKETING

Course code	GRAV030
Course title	<i>Digital and social media marketing</i>
Type of course	<i>Compulsory</i>
Stage of study	<i>Graduate</i>
ECTS	<i>6; 36 hours of class work, 124 hours of self-study, 2 hours of consultations</i>
Coordinating lecturer	<i>Assoc. prof. Vatroslav Skare, e-mail: vatska@faculty.ism.lt</i>
Study form	<i>Full time</i>
Course prerequisites	<i>Undergraduate diploma; Basic marketing course (e.g. Principles of Marketing, Marketing 1, Marketing Management or similar)</i>
Language of instruction	<i>English</i>

Course description

The course builds on focal marketing courses and discusses digital strategies and tactics from a brand perspective. Beside more general overview of the digital marketing and social media phenomena, the course will focus on topics which are critical in leveraging the power of social media, such are: content management, development of social media presence, native advertising and viral marketing. It will be discussed how power has been shifted from brands to consumers, how to engage consumers through social media, and what is the interplay between social media and other digital marketing activities.

Course aim

1. Providing students with a comprehensive understanding of how digital technologies and the rise of social media are changing marketing strategies and tactics across different industries.
2. Learning about marketing concepts that are relevant in the digital environment, analyzing best practice examples, and developing skills for creating, delivering and communicating value by using digital marketing tools and social media platforms.
3. Providing students with insights into current digital marketing and social media trends.
4. Teaching students how to combine digital and offline marketing tactics.

Learning outcomes

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. To get acquainted with core digital marketing concepts and the specifics of digital marketing environment	Lectures, discussions, course project, independent studies	Course project preparation and presentation, final exam
CLO2. To be able to assess the marketing potential of digital technologies for a particular real-life marketing challenge	Lectures, discussions, course project, independent studies	Course project preparation and presentation, final exam
CLO3. To gain in-depth understanding of the value of data in digital marketing and developing skills for data acquisition, analysis and its usage for digital marketing decision-making	Lectures, discussions, course project, independent studies	Course project preparation and presentation, final exam
CLO4. To understand the new role of consumers in digital environment and to be able to develop digital personas	Lectures, discussions, course project, independent studies	Course project preparation and presentation, final exam
CLO5. To be able to propose relevant online value propositions and tactics to create value	Lectures, discussions, course project, independent studies	Course project preparation and presentation, final exam

in the digital environment, choose relevant digital platforms and propose digital tactics to achieve marketing goals		
CLO6. To foster a holistic approach to marketing management by critically thinking about new digital marketing trends, and questioning their applicability for marketing strategy in contemporary business.	Lectures, discussions, course project, independent studies	Course project preparation and presentation, final exam

Quality assurance

Interactive teaching methods, case examples, whole class discussions and course project will be employed to enhance the quality of studies. Lectures will consist of lectures, examples, in-class discussions, course project, article discussions and individual final class exam.

Course content

Day	Topic	Readings (Note: additional readings will be announced during lectures)
Day 1 (Monday, 15 th April, 2024)	Introduction to digital and social media marketing How digital technologies are transforming marketing; Key terms and concepts; Distinctive properties of digital marketing Digital media landscape Paid-Owned-Earned media; Digital media platforms	<ul style="list-style-type: none"> Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. <i>Journal of Marketing science</i>, 48(1), 79-95. Deighton, J., & Kornfeld, L. (2009). Interactivity's Unanticipated Consequences for Marketers and Marketing. <i>Journal of Interactive Marketing</i>, 23(1), 4-10.
Day 2 (Tuesday, 16 th April, 2024)	New role of the consumer in the digital environment Consumer decision journey, Kotler's 5A model; Consumers as partners (UGC & co-creation); Consumer behavior models in the digital environment	<ul style="list-style-type: none"> Barwitz, N., & Maas, P. (2018). Understanding the omnichannel customer journey: determinants of interaction choice. <i>Journal of interactive marketing</i>, 43, 116-133. Edelman, D. C., & Singer, M. (2015). Competing on Customer Journeys. <i>Harvard Business Review</i>, November Issue. van Bommel, E., Edelman, D., & Ungerman, K. (2014). Digitizing the consumer decision journey. <i>McKinsey & Company</i>.
Day 3 (Thursday, 18 th April, 2024)	Strategic approach to digital and social media marketing Digital marketing strategy framework; Digital analytics; Key performance indicators	<ul style="list-style-type: none"> Olson, E. M., Olson, K. M., Czaplowski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. <i>Business horizons</i>, 64(2), 285-293. Jacurński, M. (2018). Measuring and analysis of digital marketing. <i>Research privacy</i>, 11.
Day 4 (Friday, 19 th April, 2024)	Branding in the digital environment Shift of power from brands to consumers; Customer engagement; Anti-Branding; Social Media Storms (SMS)	<ul style="list-style-type: none"> Siano, A., Vollero, A., & Bertolini, A. (2022). From brand control to brand co-creation: An integrated framework of brand paradigms and emerging brand perspectives. <i>Journal of Business Research</i>, 152, 372-386. Rydén, P., Kottika, E., Hossain, M., Skare, V., & Morrison, A. M. (2020). Threat or treat for tourism organizations? The Copenhagen Zoo social media storm. <i>International Journal of Tourism Research</i>, 22(1), 108-119.
Day 5 (Monday, 22 nd April, 2024)	Content marketing Content marketing strategy; Content types & formats; Storytelling Search engine marketing (SEM) Search engine optimization (SEO): on-page & off-page; Advertising on search engines (a.k.a. PPC advertising)	<ul style="list-style-type: none"> Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. <i>Journal of Interactive Marketing</i>, 45, 27-41.

Day 6 (Tuesday, 23 rd April, 2024)	Social media marketing Social media marketing strategy; Community management; Advertising on social media	<ul style="list-style-type: none"> Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. <i>Journal of the Academy of Marketing Science</i>, 49, 51-70.
Day 7 (Thursday, 25 th April, 2024)	Digital advertising (beyond search & social) & E-mail marketing Display advertising; Affiliate marketing; E-mail marketing	<ul style="list-style-type: none"> Binet, L. (2020). A new way to track brands and advertising. <i>IPA EffWorks Global 2020 Conference</i> (presentation).
Day 8 (Friday, 26 th April, 2024)	Developing and managing digital presence User experience (UX) & User Interface (UI)	<ul style="list-style-type: none"> Holmlund, M., Van Vaerenbergh, Y., Ciuchita, R., Raval, A., Sarantopoulos, P., Ordenes, F. V., & Zaki, M. (2020). Customer experience management in the age of big data analytics: A strategic framework. <i>Journal of Business Research</i>, 116, 356-365.
Day 9 (Monday, 29 th April, 2024)	COURSE PROJECT PRESENTATIONS	
Final exam Friday 17 th May	FINAL EXAM	

Self-study and assessment

Assignment	Number of self-study hours	Percentage of the total grade, %
Course project	50	40
Final exam	74	60
Total	124	100

Assignments and evaluation

Assessment for this course will have two components:

1. Course project: Social Media Marketing Strategy (40%)

Student will work in teams and their task will be to develop and present a social media marketing strategy for a given company/organization/cause. Social media marketing strategy has to deal with the following issues: analysis of current social media use by the company/organization/cause; social media marketing goals setting; development of digital consumer personas; choosing relevant social media platforms; writing guidelines for content development and social media presence management. Detailed course assignment guidelines will be provided during the first lecture day.

2. Written final exam (60%)

The exam is based on the required readings. It will consist of multiple-choice questions.

Re-take of the exam

In case of a negative final grade, students are allowed a retake. It will cover all course materials. The weight of the retake is 60% of the final cumulative grade. Course project cannot be retaken.

Teaching methods, attendance, and active participation

The course will utilize a combination of teaching methods including lectures, in-class discussions, workshops, student presentations and readings. Student participation and interaction are highly encouraged and expected. Class attendance is mandatory (students are allowed to miss up to 2 lecture days; each absence should be announced via e-mail to vatska@faculty.ism.it).

Course readings (Note: additional readings will be announced during lectures)

- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing science*, 48(1), 79-95.
- Barwitz, N., & Maas, P. (2018). Understanding the omnichannel customer journey: determinants of interaction choice. *Journal of Interactive Marketing*, 43, 116-133.
- Binet, L. (2020). A new way to track brands and advertising. *IPA EffWorks Global 2020 Conference* (presentation).
- Deighton, J., & Kornfeld, L. (2009). Interactivity's Unanticipated Consequences for Marketers and Marketing, *Journal of Interactive Marketing*, 23(1), 4-10.
- Edelman, D. C., & Singer, M. (2015). Competing on Customer Journeys. *Harvard Business Review*, November Issue.
- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, 27-41.
- Holmlund, M., Van Vaerenbergh, Y., Ciuchita, R., Ravald, A., Sarantopoulos, P., Ordenes, F. V., & Zaki, M. (2020). Customer experience management in the age of big data analytics: A strategic framework. *Journal of Business Research*, 116, 356-365.
- Jacuński, M. (2018). Measuring and analysis of digital marketing. *Research privacy*, 11.
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49, 51-70.
- Olson, E. M., Olson, K. M., Czaplewski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. *Business Horizons*, 64(2), 285-293.
- Red&Yellow (2023) eMarketing: The essential guide to marketing in a digital world, 7th Ed., *Red&Yellow*
- Rydén, P., Kottika, E., Hossain, M., Skare, V., & Morrison, A. M. (2020). Threat or treat for tourism organizations? The Copenhagen Zoo social media storm. *International Journal of Tourism Research*, 22(1), 108-119.
- Siano, A., Voller, A., & Bertolini, A. (2022). From brand control to brand co-creation: An integrated framework of brand paradigms and emerging brand perspectives. *Journal of Business Research*, 152, 372-386.
- van Bommel, E., Edelman, D., & Ungerman, K. (2014). Digitizing the consumer decision journey. *McKinsey & Company*.

Course readings will be provided in the e-learning platform alongside with the modules' handouts (slides). All the material will not be covered in detail during the modules but will provide a basis for in-class discussions.

Additional suggested readings

- Chaffey, D., Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and practice*. 7th Edition. Pearson.
- Tuten, T. L., Solomon, M. R. (2018). *Social Media Marketing*. 3rd Edition. SAGE Publications Ltd.
- Rydén, P., Hossain, M. I., Kottika, E., Skare, V. (2021). *Social Media Storms: Empowering Leadership Beyond Crisis Management*. Routledge.