

DIGITAL MARKETING

Course Syllabus

1. General Information

Course name: Digital Marketing

Course code: MAR

Number of credits: 3

Faculty: Marketing

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2. Objectives

The aim of the Digital Marketing module is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content and so on. The application of the gained knowledge, skills and competences will help future marketers in forming digital marketing plan in order to manage a digital marketing performance efficiently.

1. Abstract

The aim of this unit is to introduce students to the major developments taking place in digital marketing. It will enable students to develop an understanding of how organizations use various digital tools and techniques to engage their customers and maintain a competitive advantage. This module is designed to provide students with the knowledge and tools to work at part of a digital marketing team or go on to study more in this specific area.

Digital marketing is now a major component of all successful marketing organizations. However, with the landscape continually evolving, it is important for marketers to stay ahead of their competitors and deliver cutting-edge digital marketing approaches and strategies.

2. Teaching and learning methods

Lectures:	34h
In class discussion & practice:	10h
Individual reading:	1h

3. Prerequisites

Principles of marketing

4. Learning Outcomes

By the end of this module, you will be able to:

1	Demonstrate an understanding of the opportunities, challenges and impact of the digital environment.
2	Examine key digital tools, platforms and channels, comparing and contrasting bricks and mortar and other physical channels.
3	Determine how to organize digital marketing activities and build multi-channel capabilities in an organization.
4	Evaluate methods of monitoring and measuring digital marketing effectively.

5. Assessment Criteria

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass the student can:
LO1 Demonstrate an understanding of the opportunities challenges and impact of the digital environment	<ul style="list-style-type: none"> - Present an overview of the digital marketing landscape and compare online and offline marketing concepts - Determine and analyze the key consumer trends and insights that are fueling the growth of digital marketing explain the marketing research industry
LO2 Examine key digital tools, platforms and channels, comparing and contrasting bricks and mortar and other physical channels	<ul style="list-style-type: none"> - Identify and explain the key digital tools and hardware that are available to marketers in contrast to “bricks and mortar” and other physical channels - Explain the development of e-commerce and digital marketing platforms and channels in comparison to physical channels
LO3 Determine how to organize digital marketing activities and build multi – channel capabilities in an organization	<ul style="list-style-type: none"> - Be able to develop a marketing plan and strategy to build multi – channel capabilities - Explain how omni-channel marketing has evolved
LO4 Evaluate methods of monitoring and measuring digital marketing effectively	<ul style="list-style-type: none"> - Determine and evaluate the measurement techniques and performance metrics in digital marketing - Present a set of actions to improve performance in digital marketing

6. Outlines

Chapter 1. The digital environment

- 1.1. Overview of digital marketing
- 1.2. The definition of digital marketing
- 1.3. Benefits of digital marketing
- 1.4. Compare online and offline marketing

Chapter 2. Opportunities of digital marketing

- 2.1. The importance of customer insight and opportunities of digital marketing
- 2.2. The rise of online consumer power and opportunities of digital marketing

Chapter 3. Challenges and impacts of digital marketing

- 3.1. The shift from brands and suppliers to customers
- 3.2. Delivering the online customer experience
- 3.3. The competitive environment and rising above the “noise”
- 3.4. The impact of negative publicity and meeting customer expectations in the digital age
- 3.5. The growth of “micro-moments” and their impact on business

Chapter 4. Digital tools, platforms and channels

- 4.1. Business models for e-commerce
- 4.2. Marketing mix: The role of digital marketing communications in relation to the 7Ps
- 4.3. Digital channels
- 4.4. Main digital tools
- 4.5. Digital platforms
- 4.6. Multichannel marketing
- 4.7. The role of digital hardware landscape and platform
- 4.8. Opportunities and challenges of the digital hardware landscape and the development of multi-channel platforms

Chapter 5. Consumer life-cycle stages of digital adoption

- 5.1. The definition of digital adoption
- 5.2. The importance of digital adoption
- 5.3. The challenges of customers’ digital adoption
- 5.4. Consumer life-cycle stages of digital adoption

Chapter 6. Relationship marketing using digital platforms

- 6.1. The definition of relationship marketing
- 6.2. The benefits of relationship marketing using digital platforms

6.3. CRM, e-CRM and social CRM

6.4. Opportunities and challenges of online interchanges: e-CRM

6.5. The development from e-CRM to social CRM

Chapter 7. Digital marketing planning

7.1. Overview of digital marketing planning

7.2. Process for digital marketing planning: SOSTAC or 6 steps

7.3. The details of 6 steps for digital marketing planning

Chapter 8. Performance management for digital channels

6.1. The importance of digital performance management

6.2. Three stages of creating and implementing a performance management system

7. Required Textbooks

Chaffey, D. and Chadwick, F.E. (2019), *Digital marketing: Strategy, implementation and practice*, 7th edition, Pearson Education, 2019

8. Suggested Textbooks

Chaffey, D. and Smith, PR. (2017). *E-marketing Excellence: Planning and Optimizing your Digital Marketing*, 4th edition, Routledge, 2013

9. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
1	Chapter 1. The digital environment	<ul style="list-style-type: none">• Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria• Overview of digital marketing• The definition of digital marketing <u>Activity</u> <ul style="list-style-type: none">- Discuss the reasons why people are going online	Before class: <ul style="list-style-type: none">• Reading the course's syllabus• Reading Part 1, Section 1, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 29- 36• Reading Chapter 1, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 2- 21

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
2	Chapter 1. The digital environment (cont.)	<ul style="list-style-type: none"> • Benefits of digital marketing • Compare online and offline marketing <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss the differences of online and offline marketing 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 1, Section 2, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 36- 58 • Reading Chapter 1, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 23-44
3	<p>Chapter 2. Opportunities of digital marketing</p> <p>Group Assignment Coaching</p>	<ul style="list-style-type: none"> • Group Assignment Coaching • Review of contents of group assignment • Answer students' questions on group assignment <p>The importance of customer insight and opportunities of digital marketing:</p> <ul style="list-style-type: none"> • The definition of customer insight and its importance • Resources for analyzing the online marketplace and customer insight <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss the application of digital marketing on customer journey map - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Formulating the students' groups for the group assignment • Reading the requirements of the group assignment • Reading Part 1, Section 2, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 67- 81 • Reading Chapter 4, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 161-215
4	Chapter 2. Opportunities of digital marketing (cont.)	<ul style="list-style-type: none"> • The rise of online consumer power • Opportunities of digital marketing <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss the case study of Coca cola and its online consumer power - Answer students' questions 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 1, Section 2, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 67- 81 • Reading Chapter 4, <i>E-</i>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		related to the group assignment	<i>marketing Excellence: Planning and Optimizing your Digital Marketing</i> , Chaffey et al (2017), pp. 161-215
5	Chapter 3. Challenges and impacts of digital marketing	<ul style="list-style-type: none"> • The shift from brands and suppliers to customers • Delivering the online customer experience <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the understanding of the shift from push to pull marketing - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 3, Section 7 and 8, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 245- 289 and 297-299 • Reading Chapter 6, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 295-349
6	Chapter 3. Challenges and impacts of digital marketing (cont.)	<ul style="list-style-type: none"> • The competitive environment and rising above the “noise” • The impact of negative publicity and meeting customer expectations in the digital age • The growth of “micro-moments” and their impact on business <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the methods to track and monitor the multitude of different devices used by consumers? - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 3, Section 7, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 67-90 • Reading Chapter 6, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 295-349
7	Chapter 4. Digital tools, platforms and	<ul style="list-style-type: none"> • Business models for e-commerce • Marketing mix: The role of 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 2, Section 5, <i>Digital marketing: Strategy, implementation</i>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
	channels	<p>digital marketing communications in relation to the 7Ps</p> <ul style="list-style-type: none"> Digital channels Main digital tools <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing how each P in Marketing mix (7Ps) adjusts in digital environment - Answer students' questions related to the group assignment 	<p><i>and practice</i>, Chaffey et al (2019), pp 173-199</p> <ul style="list-style-type: none"> Reading Chapter 2, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 52-97
8	Chapter 4. Digital tools, platforms and channels (cont.)	<ul style="list-style-type: none"> Digital platforms Multichannel marketing The role of digital hardware landscape and platform Opportunities and challenges of the digital hardware landscape and the development of multi-channel platforms <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the differences between cross-channel, multichannel and omnichannel marketing - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 2, Section 5, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 329- 365 Reading Chapter 6, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 363-430
9	Chapter 5. Consumer life-cycle stages of digital adoption	<ul style="list-style-type: none"> The definition of digital adoption The importance of digital adoption <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the reasons why the company should pay attention to digital adoption - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 1, Section 3, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 109- 112

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
10	Chapter 5. Consumer life-cycle stages of digital adoption (cont.)	<ul style="list-style-type: none"> The challenges of customers' digital adoption Consumer life-cycle stages of digital adoption <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the application of consumer life-cycle stages into the launch of Grab - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 1, Section 3, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 109- 112
11	Chapter 6. Relationship marketing using digital platforms	<ul style="list-style-type: none"> The definition of relationship marketing The benefits of relationship marketing using digital platforms <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing how the company's departments use the integrated solution and data to meet customer's needs that are acquired from customer touch points - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 2, Section 6, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 203- 236 Reading Chapter 8, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 447-493
12	Middle exam Group assignment tutorial	<ul style="list-style-type: none"> Middle exam: Read a case study and answer all questions related to the given firm Answer students' questions related to the group assignment 	<p>After class:</p> <p>Collecting their answers and grading their writings</p>
13	Chapter 6. Relationship marketing using digital platforms (cont.)	<ul style="list-style-type: none"> CRM, e-CRM and social CRM Opportunities and challenges of online interchanges: e-CRM The development from e-CRM 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 2, Section 6, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 203- 236

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<p>to social CRM</p> <ul style="list-style-type: none"> • <u>Activity</u> <ul style="list-style-type: none"> - Discussing the challenges of using e-CRM - Answer students' questions related to the group assignment 	<ul style="list-style-type: none"> • Reading Chapter 8, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 447-493
14	Chapter Digital marketing planning	<p>7.</p> <ul style="list-style-type: none"> • Overview of digital marketing planning • Process for digital marketing planning: SOSTAC or 6 steps • The details of 6 steps for digital marketing planning <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the advantages and disadvantages of 2 digital marketing planning models: SOSTAC and 6 steps - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 3, Section 8, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 295- 325 • Reading Chapter 10, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 557-610
15	Chapter Digital marketing planning (cont.)	<p>7. The details of 6 steps for digital marketing planning:</p> <ol style="list-style-type: none"> 1. Goal setting and tracking 2. Campaign insight 3. Segmentation and targeting <p><u>Activity</u></p> <ul style="list-style-type: none"> - Distinguish all types of indicator used for measuring digital campaign - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 3, Section 8, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 295- 325 • Reading Chapter 10, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 557-610
16	Chapter Digital marketing	<p>7. The details of 6 steps for digital marketing planning:</p> <ol style="list-style-type: none"> 4. Offer and message 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 3, Section 8, <i>Digital marketing:</i>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
	planning (cont.)	<p>development</p> <p>5. Budgeting and selecting the digital media mix</p> <p>6. Integration into overall media schedule or plan</p> <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing how to use content marketing in step 4 - Answer students' questions related to the group assignment 	<p><i>Strategy, implementation and practice</i>, Chaffey et al (2019), pp 295- 325</p> <ul style="list-style-type: none"> • Reading Chapter 10, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 557-610
17	Chapter 8. Performance management for digital channels	<p>The importance of digital performance management:</p> <ul style="list-style-type: none"> • The definition of performance measurement • 4 steps of performance management <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 3, Section 10, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 370- 397 • Reading Chapter 9, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 504-549
18	Chapter 8. Performance management for digital channels (cont.)	<p>Three stages of creating and implementing a performance management system:</p> <ul style="list-style-type: none"> • Stage 1: Creating a performance management system • Stage 2: Defining the performance metrics framework • Stage 3: Tools and techniques for collecting metrics and summarizing results <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 3, Section 10, <i>Digital marketing: Strategy, implementation and practice</i>, Chaffey et al (2019), pp 370- 397 • Reading Chapter 9, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing</i>, Chaffey et al (2017), pp. 504-549

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		related to the group assignment	
19	Oral presentations of group assignment	<ul style="list-style-type: none"> • Oral presentation of digital marketing campaign by groups of students • Q&A on each campaign • Each oral presentation must not be longer than 15 minutes 	Before class: <ul style="list-style-type: none"> • Submitting campaign report • Preparing and submitting slides for oral presentation
20	Oral presentations of group assignment	<ul style="list-style-type: none"> • Oral presentation of digital marketing campaign by groups of students • Q&A on each campaign • Each oral presentation must not be longer than 15 minutes 	Before class: <ul style="list-style-type: none"> • Submitting campaign report • Preparing and submitting slides for oral presentation
21	Feedback on the group Assignment	<ul style="list-style-type: none"> • Give comments on the group assignment 	
22	General review and discussion	<ul style="list-style-type: none"> • Give a general review of the course's contents and discussion 	

10. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 12th slot, students will be given a case study/a scenario with some relevance to the topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills in a digital marketing campaign in a real case in order to become familiar with the reality of digital marketing activities.

The group assignment requires student to work with other members in an assigned group to develop a real digital marketing campaign and present a report. Learners will choose or be assigned a scenario/a real firm and a group (4-5 members). They will be required to design and execute a digital marketing campaign that addresses multiple steps of the chosen or assigned scenario/real firm. This situation will likely NOT be solved by a traditional marketing plan. As a result of the group project, each group must deliver a report and present it. The oral presentation of each group must be no longer than 15 minutes.

Outline of the report should mention these following requirements: (SOSTAC)

- Situation analysis
- Objectives
- Strategy
- Tactics
- Action
- Control

Or 6 steps to plan a digital marketing campaign by David Chaffey (2019)

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to digital marketing in the course.