DIGITAL MARKETING TECHNOLOGIES
Course Syllabus

1. General Information

Course name: Digital marketing Technologies

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructors:

1. Nguyen Ngoc Anh,   Email: , Tel:
2. Vu Viet Tien,   Email: , Tel:

2. Course Objectives

This course prepares you with a foundation in marketing and insight into cutting edge science and technology, in answer to the growing demand for expertise in all these areas. As an innovative marketing specialist in the emerging technologies sector you'll help to design, research and successful digital marketing strategy.

The Marketing, Innovation and Technology degree will teach you how to bridge the phase between the invention of a technology and its emergence on the market, sometimes called the "innovation gap". You'll develop an entrepreneurial outlook, served by knowledge of digital technologies, industrial design and communications, and an understanding of the processes involved in digital marketing strategy development. You'll be introduced to a range of technologies including ICT, social media, emerging life sciences and biotechnology.

Develop the knowledge to leverage Digital marketing Technologies in your context. This course offers key insights from contemporary case studies and industry experts. Explore the some key components of digital marketing technology:

- ✓ Content and experience
- ✓ Data and infrastructure
- ✓ An in-depth understanding of marketing techniques.
- ✓ A core grounding in science and technology.
- ✓ Knowledge of digital technologies, communications and industrial design.
- ✓ An entrepreneurial outlook.
- ✓ An understanding of the processes involved in digital marketing strategy development.

Discover the business potential of Digital marketing Technologies, while learning how solutions can be effectively combined for maximum advantage. At the end of the course, you will develop your own innovative, forward-thinking Digital marketing Technologies business roadmap.

The course uses a combination of lectures, cases, and exercises to learn the material. This course takes a very hands-on approach with real-world Marketing Technologies and equips students with tools that can be used immediately on the job.

3. Abstract

The worlds of marketing and technology have been converging for some time now but with the digital age in full swing, it's become apparent that marketers need to understand technology at a deeper level. Data is all around us and YOU can master how to use data in your marketing strategies leveraging technology. And marketers have access to hundreds of vendors offering diverse technology applications such as campaign management, marketing resource management, marketing analytics and content marketing.

"Digital marketing Technologies" introduces students to the opportunities and challenges of using these marketing technologies. The opportunities range from targeting the right audiences to personalizing messaging to leveraging new digital technologies to effectively managing complex multi-channel marketing campaigns. The challenges include the gap between how marketers think of their problems and how technology providers describe their solutions and then selecting the best solutions.

Students will learn how marketing executives decide which technologies are right for addressing their marketing problems. This course is meant to be introductory in nature, but should be useful for students who may work with a subset of marketing technologies, but feel like their knowledge is primarily operational and/or focused on very specific technology applications. Specific components of the course include the marketing technology landscape, the marketing technology stack, marketing technology competencies that matter, and the future of marketing technologies.

4. Teaching and learning methods

Lectures:	34h
In class discussion & practice:	10h
Individual reading:	1h
Problem-based learning	

5. Prerequisites: Digital marketing

6. Learning Outcomes

The course learning outcomes are what students should be able to DO by the end of this course if students participate fully in learning activities and successfully complete the assessment items. The learning outcomes in this course also help students to achieve some of the overall course learning goals and outcomes for all of them. Course learning goals are what we want students to BE or HAVE by the time them successfully complete their course. Students demonstrate this by achieving specific course learning outcomes - what they are able to DO by the end of their course.

Learning outcomes describe what students are expected to have learned or achieved; as a result, they usually describe what students will be capable of doing, or what evidence will be provided to substantiate learning.

At the end of this course students will be expected to demonstrate the following some objectives/skills:

- ✓ Explain the concept of digital technologies and its relationship to broader marketing strategies.

- ✓ Explain the importance of digital technologies in Innovation marketing
- ✓ Understand all types of marketing/ad technologies
- ✓ Learn how to Integrate digital marketing technologies with Digital Marketing Strategy
- ✓ How to apply key aspects of marketing technology and innovation.
- ✓ How to conduct effective communication with people responsible for various business functions and across diverse cultures, using modern technology communication tools as appropriate.
- ✓ How to develop your ability to combine and leverage digital marketing technologies stacks and lay the foundation of a dynamic marketing strategy in your organization.
- ✓ How to gain a deep understanding of the components of digital marketing technologies, and how these can be used to achieve broader organizational objectives.

7. Assessment Criteria

The following table shows how your course learning outcomes relate to the overall learning goals and outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Learning Goals and Outcomes	Course Learning Outcomes	Course Assessment Item
This course helps you to achieve the following learning goals for all students:	*On successful completion of the course, you should be able to:*	*This learning outcome will be assessed in the following items:*
Knowledge	✓ Explain the concept of digital technologies and its relationship to broader marketing strategies. ✓ Explain the types and reasons for different digital infrastructure. ✓ Explain the importance of digital technologies in Innovation marketing ✓ Explain and apply key aspects of effective 'marketing' for a technology/innovation. ✓ Learn Foundations of Digital Marketing Technology and Fundamentals of a Great Data Strategy ✓ Learn how to Integrate digital marketing technologies with Digital Marketing Strategy ✓ Learn digital marketing	• **Project** • **Report** • **Group Discussion Topics** • **Exam**

		technologies principles and marketing techniques	
		✓ Understand the digital technologies which are used for marketing strategies	
		✓ Understand all types of marketing/ad technologies	
		✓ How to apply key aspects of marketing technology and innovation.	
		✓ How to conduct effective communication with people responsible for various business functions and across diverse cultures, using modern technology communication tools as appropriate.	
		✓ How to evaluate different types of technology tools, techniques, and reports that are relevant to digital marketing strategy and understand the basics of how to apply them.	
		✓ How to access significant insights into digital marketing technologies, while building the knowledge to tackle business challenges.	
		✓ How to make the case for a strategic approach to selecting digital marketing technologies tools and solutions.	
		✓ How to develop your ability to combine and leverage digital marketing technologies stacks and lay the foundation of a dynamic marketing strategy in your organization.	
		✓ How to gain a deep understanding of the components of digital marketing technologies, and how these can be used to achieve broader organizational objectives.	

	✓ How to make a successful digital plan ✓ Which Digital Marketing Technology tools make the most sense for your product/service/business	
Critical thinking and problem solving	*Analyse digital technologies and integrate it with successful digital plan* *Steeped in research methods and rigor* *Based on empirical evidence and the scientific approach to knowledge development* *Demonstrated through appropriate and relevant assessment*	• **Project** • **Group Discussion Topics** • **Report**
Written communication	*Develop plans that reflect the overall digital technologies and marketing strategies*	• **Report**
Oral communication	*Communicate ideas in a succinct and clear manner during class discussions* *Present results from the group report*	• **Class participation** • **Report presentation** • **Group Discussion Topics**
Teamwork	*Work collaboratively to complete the major group project.*	• **Team peer evaluation**
Ethical, social and environmental responsibility	*Identify and assess legal and social considerations in digital technologies and digital marketing.*	• **Report** • **Group Discussion Topics** • **Exam**
Social and cultural awareness	*Specific and discussion topics addressed in this course.*	• **Group Discussion Topics**

8. Course Structure:

Lecture 1: Introduction: Digital transformation

✓ Marketing in the digital age – the present and the future
✓ The technology behind digital marketing

- ✓ Digital transformation
- ✓ Enough technology… let's talk about people
- ✓ Case study

Lecture 2: Digital marketing strategy setting

- ✓ Why you need a digital marketing strategy
- ✓ Your business and digital marketing
- ✓ Defining your digital marketing strategy
- ✓ Understanding the digital consumer
- ✓ The four Ps of marketing and the 10 Ps of digital marketing
- ✓ Eyes on the prize
- ✓ Bringing it all together
- ✓ Case study: Folly Farm Leisure Limited

Lecture 3: Being online: Welcoming the world

- ✓ Your website – the hub of your digital marketing world
- ✓ Building an effective website
- ✓ The main steps of building your website
- ✓ Before you start
- ✓ Choosing your domain name
- ✓ Hosting – your website's home on the internet
- ✓ How to choose a web designer/developer
- ✓ Arranging your information
- ✓ Writing effective web content
- ✓ Case study: Save the Children Australia

Lecture 4: Search: Being found online

- ✓ Search: still the online marketer's holy grail
- ✓ About the engines
- ✓ Optimizing your site for the engines
- ✓ Case study: Bris
- ✓ Advertising on the search engines
- ✓ Mobile search
- ✓ Black hat, the darker side of search
- ✓ Bringing in the pros
- ✓ Universal search – more opportunities to rank
- ✓ Shifting goalposts – search innovation and the quest for relevance
- ✓ Case study: Homewise

Lecture 5: Email marketing

- ✓ Email – the power channel
- ✓ What exactly is email marketing
- ✓ Before you start
- ✓ Planning your campaign
- ✓ Measuring your success
- ✓ Email – a vital component of digital marketing
- ✓ Case study: Fitness Superstore

Lecture 6: Mobile marketing

- ✓ Mobile – market size and rate of growth

- ✓ So what can mobile marketing be used for
- ✓ The rise and rise of mobile advertising
- ✓ Location, location, location
- ✓ The role of voice and voice-enabled devices
- ✓ Mobile gaming
- ✓ Mobile applications
- ✓ Mobile privacy
- ✓ Mobile data
- ✓ Further exploration
- ✓ Building a multichannel marketing strategy
- ✓ Case study: UKTV Play

Lecture 7: Social media

- ✓ Join the conversation
- ✓ What is social media
- ✓ Different forms of social media
- ✓ Social media dashboards – all your updates in one place
- ✓ The rules of engagement
- ✓ Case study: Virgin Trains and the Toilet Role

Lecture 8: Content marketing and native content

- ✓ Nothing has changed, but everything has changed
- ✓ Why content? An overview
- ✓ Content strategy
- ✓ Content production
- ✓ Promoting your content
- ✓ Neuromarketing: How to use neuroscience to drive Content Marketing Results
- ✓ Case study: WW Just Watch Me

Lecture 9: Programmatic marketing

- ✓ What is programmatic ad buying
- ✓ What do digital marketers need to know about programmatic buying
- ✓ Deeper dive
- ✓ In-housing your programmatic media
- ✓ The impact of GDPR and other privacy legislation on programmatic advertising
- ✓ Dos and don'ts of programmatic advertising
- ✓ The future challenges of programmatic for marketers
- ✓ Case study: The Programmatic Company

Lecture 10: Performance marketing

- ✓ Recognizing opportunities for strategic partnership
- ✓ What is performance marketing
- ✓ Top five tips to publisher success
- ✓ Case study: Shaw Academy

Lecture 11: Marketing With AI

- ✓ Overview
- ✓ Origin, Definition and Components of AI
- ✓ Current AI Applications in Marketing
- ✓ Driving CE through AI

- ✓ Future of AI in Marketing
- ✓ The New Marketing Culture

Lecture 12: Marketing With Robotics

- ✓ Overview
- ✓ Origin, Definition and Classification of Robots
- ✓ Industrial Applications
- ✓ Domestic-oriented Technology
- ✓ Business Applications
- ✓ Current Robotics Applications in Marketing
- ✓ Future of Robotics in Marketing

Lecture 13: Marketing With IoT

- ✓ Overview
- ✓ Current IoT Applications in Marketing
- ✓ Future of IoT in Marketing

Lecture 14: Marketing With ML

- ✓ Overview
- ✓ Current ML Applications in Marketing
- ✓ Future of ML in Marketing

Lecture 15: Marketing Using Drones

- ✓ Overview
- ✓ Current Drone Applications in Marketing
- ✓ Future of Drones in Marketing

Lecture 16: Marketing With Blockchain

- ✓ Overview
- ✓ Current Blockchain Applications in Marketing
- ✓ Future of Blockchain in Marketing

Lecture 17: How to form meaningful insights from data

- ✓ Log files versus page tagging
- ✓ Augmenting information using cookies
- ✓ Test and test again
- ✓ Measuring paid media
- ✓ Attribution modelling
- ✓ Who am I talking to
- ✓ The return of GRP
- ✓ The problem of earned media
- ✓ What are you trying to achieve
- ✓ The need for trust
- ✓ Case study: CITRIX

Lecture 18: Putting it all together

- ✓ Introduction
- ✓ NATs for Better Marketing: A Strategic Framework
- ✓ Value and Well-being in a NAT World

9. Required Textbooks

There is no single text book that covers the topics you will study in this course. However, most of the lectures main course book is *Understanding Digital Marketing 5th, A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns (by Damian Ryan)* accessible online from here. For each covered topic the corresponding book chapter(s) or other reading will be provided.

10. Suggested Textbooks

Roberto Moro Visconti (2020), *The Valuation of Digital Intangibles: Technology, Marketing and Internet 1st ed*, Palgrave Macmillan

Stéphane Truphème (2017), *La boîte à outils du Marketing digital*, DUNOD

The following sources provide many useful Digital marketing cases with business data: Darden Business Publishing, Harvard Business School Publishing, INSEAD Case Publishing, Ivey Cases, Kellogg Case Publishing, Stanford Graduate School of Business,…

Periodicals:

- Wall Street Journal;
- Marketing News | AMA
- European Journal of Marketing;
- Harvard Business Review;
- The Economist.
- Read also the Business Journals.

11. Course Schedule:

Slot	Main contents	Specific contents and activities	Student's tasks
1	**Lecture 1: Introduction: Digital transformation**	• *Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria* • Marketing in the digital age – the present and the future • The technology behind digital marketing • Digital transformation • Enough technology… let's talk about people • Case study *In-Class Discussion* - Discuss the emerging trends of Digital age and Digital transformation in the digital age.	**Required Readings:** • Reading the course's syllabus • Chapter 1, *Understanding Digital Marketing 5th, A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns*, Damian Ryan (2021) • Chapter 1, *Marketing Strategy in the Digital Age*, Milton Kotler (2020) • Chapter 2&3, *The Valuation of Digital*

Slot	Main contents	Specific contents and activities	Student's tasks
			Intangibles, Roberto Moro Visconti (2020) • *The articles and other reading provided by Prof*
2	**Group Assignment Coaching** **Lecture 2: Digital marketing strategy setting**	• *Communicating the research results* • *The major components of a research proposal* • *Group Assignment Coaching* • *Review of contents of group assignment* • *Answer students' questions on group assignment* • Why you need a digital marketing strategy • Your business and digital marketing • Defining your digital marketing strategy • Understanding the digital consumer • The four Ps of marketing and the 10 Ps of digital marketing • Eyes on the prize • Bringing it all together • Case study: Folly Farm Leisure Limited *In-Class Discussion* - Discuss the practice of digital marketing strategy and digital consumer	**Pre-work:** • Formulating the students' groups for the group assignment • Reading the requirements of the group assignment **Required Readings:** • Chapter 2, *Understanding Digital Marketing 5th, A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns*, Damian Ryan (2021) • Chapter 1, *La Boîte à outils du Marketing digital,* Gastaud (2017) • Chapter 2, *Marketing Strategy in the Digital Age*, Milton Kotler (2020) • *The articles and other reading provided by Prof*
3	**Lecture 3: Being online: Welcoming the world**	• Your website – the hub of your digital marketing world • Building an effective website • The main steps of building your website • Before you start • Choosing your domain name • Hosting – your website's home on the	**Required Readings:** • Chapter 3, *Understanding Digital Marketing 5th, A Complete Guide to Engaging Customers and Implementing*

Slot	Main contents	Specific contents and activities	Student's tasks

		internet
		• How to choose a web designer/developer
		• Arranging your information
		• Writing effective web content
		• Case study: Save the Children Australia
		
		In-Class Discussion
		    - Discuss the practice of digital marketing world and the case study
		    - Answer students' questions related to the group assignment
			Successful Digital Campaigns, Damian Ryan (2021).
			• Chapter 11, *The Valuation of Digital Intangibles*, Roberto Moro Visconti (2020)
			• Chapter 2, *La Boîte à outils du Marketing digital,* Gastaud (2017)
			• *The articles and other reading provided by Prof*

4	**Lecture 4: Search: Being found online**	• Search: still the online marketer's holy grail
		• About the engines
		• Optimizing your site for the engines
		• Case study: Bris
		• Advertising on the search engines
		• Mobile search
		• Black hat, the darker side of search
		• Bringing in the pros
		• Universal search – more opportunities to rank
		• Shifting goalposts – search innovation and the quest for relevance
		• Case study: Homewise
		
		In-Class Discussion
		    - Discuss business cases such as Homewise
		    - Answer students' questions related to the group assignment
			Required Readings:
			• Chapter 4, *Understanding Digital Marketing 5th, A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns*, Damian Ryan (2021).
			• Chapter 3&4, *La Boîte à outils du Marketing digital,* Gastaud (2017)
			• *The articles and other reading provided by Prof*

5	**Lecture 5: Email marketing**	• Email – the power channel
		• What exactly is email marketing
		• Before you start
		• Planning your campaign
		• Measuring your success
		• Email – a vital component of digital marketing
		• Case study: Fitness Superstore
		
		In-Class Discussion
		    - Discuss Case study such as Fitness Superstore
		    - Answer students' questions related to the
			Required Readings:
			• Chapter 5, *Understanding Digital Marketing 5th, A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns*, Damian Ryan (2021).
			• *The articles and other reading provided by Prof*

Slot	Main contents	Specific contents and activities	Student's tasks
		group assignment	
6	**Lecture 6: Mobile marketing**	• Mobile – market size and rate of growth • So what can mobile marketing be used for • The rise and rise of mobile advertising • Location, location, location • The role of voice and voice-enabled devices • Mobile gaming • Mobile applications • Mobile privacy • Mobile data • Further exploration • Building a multichannel marketing strategy • Case study: UKTV Play _In-Class Discussion_ - Discuss Case study such as UKTV Play - Answer students' questions related to the group assignment	**Required Readings:** • Chapter 6, _Understanding Digital Marketing 5th, A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns_, Damian Ryan (2021). • Chapter 12, _The Valuation of Digital Intangibles_, Roberto Moro Visconti (2020) • Chapter 6, _La Boîte à outils du Marketing digital,_ Gastaud (2017) • _The articles and other reading provided by Prof_
7	**Lecture 7: Social media**	• Join the conversation • What is social media • Different forms of social media • Social media dashboards – all your updates in one place • The rules of engagement • Case study: Virgin Trains and the Toilet Role _In-Class Discussion_ - Discuss Case study such as Virgin Trains and the Toilet Role - Answer students' questions related to the group assignment	**Required Readings:** • Chapter 7, _Understanding Digital Marketing 5th, A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns_, Damian Ryan (2021). • Chapter 5&7, _La Boîte à outils du Marketing digital,_ Gastaud (2017) • _The articles and other reading provided by Prof_

Slot	Main contents	Specific contents and activities	Student's tasks
8	**Lecture 8: Content marketing and native content**	• Nothing has changed, but everything has changed • Why content? An overview • Content strategy • Content production • Promoting your content • Neuromarketing: How to use neuroscience to drive Content Marketing Results • Case study: WW Just Watch Me *In-Class Discussion* • Discuss Case study such as WW Just Watch Me and Neuromarketing topics • Answer students' questions related to the group assignment	**Required Readings:** • Chapter 8, *Understanding Digital Marketing 5th, A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns*, Damian Ryan (2021). • *The articles and other reading provided by Prof*
9	**Lecture 9: Programmatic marketing**	• What is programmatic ad buying • What do digital marketers need to know about programmatic buying • Deeper dive • In-housing your programmatic media • The impact of GDPR and other privacy legislation on programmatic advertising • Dos and don'ts of programmatic advertising • The future challenges of programmatic for marketers • Case study: The Programmatic Company *In-Class Discussion* - Discuss Case study: The Programmatic Company - Answer students' questions related to the group assignment	**Required Readings:** • Chapter 9, *Understanding Digital Marketing 5th, A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns*, Damian Ryan (2021). • *The articles and other reading provided by Prof*
10	**Lecture 10: Performance marketing**	• Recognizing opportunities for strategic partnership • What is performance marketing • Top five tips to publisher success • Case study: Shaw Academy	**Required Readings:** • Chapter 10, *Understanding Digital Marketing 5th, A Complete Guide to Engaging*

Slot	Main contents	Specific contents and activities	Student's tasks

		In-Class Discussion
		  - Discuss Case study such as Shaw Academy
		  - Answer students' questions related to the group assignment
			Customers and Implementing Successful Digital Campaigns, Damian Ryan (2021).
			• *The articles and other reading provided by Prof*

11	**Lecture 11: Marketing With AI**	• Overview
		• Origin, Definition and Components of AI
		• Current AI Applications in Marketing
		• Driving CE through AI
		• Future of AI in Marketing
		• The New Marketing Culture
		
		In-Class Discussion
		  - Discussing the challenges of Marketing with AI
		  - Answer students' questions related to the group assignment
			Required Readings:
			• Chapter 8, *The Valuation of Digital Intangibles*, Roberto Moro Visconti (2020)
			• *The articles and other reading provided by Prof*
			
			After class:
			• Preparing and submitting slides for oral presentation

12	**Middle exam: Specific and discussion topics about Digital Analytics in the firm**	Middle exam
		Activity
		  - Oral presentation of Group Discussion Topics
		  - Q&A on each presentation
		  - Answer students' questions related to the Group Discussion Topics
			- Project proposal due

13	**Lecture 12: Marketing With Robotics**	• Overview
		• Origin, Definition and Classification of Robots
		• Industrial Applications
		• Domestic-oriented Technology
		• Business Applications
		• Current Robotics Applications in Marketing
		• Future of Robotics in Marketing
		
		In-Class Discussion
		  - Discussing the challenges of Marketing With Robotics
		  - Answer students' questions related to the group assignment
			Pre-work
			• *The articles and other reading provided by Prof*

Slot	Main contents	Specific contents and activities	Student's tasks
14	**Lecture 13: Marketing With IoT**	• Overview • Current IoT Applications in Marketing • Future of IoT in Marketing *In-Class Discussion* - Discussing the challenges of Marketing With IoT - Quiz2 - Answer students' questions related to the group assignment	**Required Readings:** • Chapter 14, *The Valuation of Digital Intangibles*, Roberto Moro Visconti (2020) • *The articles and other reading provided by Prof*
15	**Lecture 14: Marketing With ML**	• Overview • Current ML Applications in Marketing • Future of ML in Marketing *In-Class Discussion* - Discussing the challenges of Marketing With ML - Answer students' questions related to the group assignment	**Required Readings:** • *The articles and other reading provided by Prof*
16	**Lecture 15: Marketing Using Drones**	• Overview • Current Drone Applications in Marketing • Future of Drones in Marketing *In-Class Discussion* - Discussing the challenges of Marketing Using Drones - Answer students' questions related to the group assignment	**Required Readings:** • *The articles and other reading provided by Prof*
17	**Lecture 16: Marketing With Blockchain**	• Overview • Current Blockchain Applications in Marketing • Future of Blockchain in Marketing *In-Class Discussion* - Discussing the challenges of Marketing With Blockchain - Answer students' questions related to the group assignment	**Required Readings:** • Chapter 16, *The Valuation of Digital Intangibles*, Roberto Moro Visconti (2020) • *The articles and other reading provided by Prof*
18	**Lecture 17: How to form meaningful insights from data**	• Log files versus page tagging • Augmenting information using cookies • Test and test again • Measuring paid media	**Required Readings:** • Chapter 11, *Understanding Digital Marketing 5th, A Complete*

Slot	Main contents	Specific contents and activities	Student's tasks
		• Attribution modelling • Who am I talking to • The return of GRP • The problem of earned media • What are you trying to achieve • The need for trust • Case study: CITRIX <u>In-Class Discussion</u> - Discuss Case study such as CITRIX - Answer students' questions related to the group assignment	*Guide to Engaging Customers and Implementing Successful Digital Campaigns*, Damian Ryan (2021). • Chapter 13, *The Valuation of Digital Intangibles*, Roberto Moro Visconti (2020) • *The articles and other reading provided by Prof*
19	**Lecture 18: Putting it all together**	• Introduction • NATs for Better Marketing: A Strategic Framework • Value and Well-being in a NAT World <u>In-Class Discussion</u> - Discussing the challenges of Marketing in a NAT World and NATs for Strategic Marketing - Answer students' questions related to the group assignment	**Required Readings:** • Chapter 2-4, *The Valuation of Digital Intangibles*, Roberto Moro Visconti (2020) • *The articles and other reading provided by Prof*
20	**Group Project Presentations**	• Oral presentation of group research project by groups of students • Q&A on each research project • Each oral presentation must not be longer than 15 minutes	**Pre-work:** • Submitting research project report • Preparing and submitting slides for oral presentation
21	**Group Project Presentations**	• Oral presentation of group research project by groups of students • Q&A on each research project • Each oral presentation must not be longer than 15 minutes	**Pre-work:** • Submitting research project report • Preparing and submitting slides for oral presentation
22	**Course Wrap-up**	• Give comments on the group assignment • Give a general review of the course's contents and discussion	• Final project due

12. Grading Policy

	Assignment	Importance
1	**Class participation/In class activities**	**10%**

2	Mid-term test	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.

All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.

Talking and other disruptive behavior are not permitted while classes are in session.

Students are expected to do original work for all assignments, including exams.

Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.

Homework descriptions and homework uploading via Social media groups and Emails.

In-class Business analytics exercises
- *Case analysis assignments with real world busniess: Case writing to recommend a proper course of action based on analytic results*
- *Course group project: Define business problem, collect and clean data, conduct a digital marketing technologies analysis, and recommend a course of action. Data analysis project with a client can be accommodated as this group project.*
- *Examinations: Formats should require students to demonstrate critical thinking and application/problem solving skills. Multiple choice exams are not allowed.*

Midterm exam

In the 12th slot, students will be given a case study/a scenario with some relevance to the Digital marketing technologies 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 related to Digital marketing technologies in a real case in order to become familiar with the reality of digial marketing strategy activities.

The Group Project involves an in depth analysis of Digital Marketing Strategy for a scenario/a real firm and the purpose of the project is to get real, firsthand experience with technologies driven marketing strategy. The group research assignment requires student to work with other members in an assigned group to develop a Digital marketing technologies plan and present the report. You will form a project team of either 4-5 people. They will be required to design and execute a Digital marketing technologies plan that addresses multiple aspects of the chosen or assigned scenario/real firm. As a result of the group assignment, each group must deliver a written report and present it. The oral presentation of each group must be no longer than 15 minutes.

Groups will be assigned at the beginning of the class and will be announced under Announcements. The instructor may also use a group sign-up sheet to form groups for group assignments or projects. A private discussion area may be set up on the discussion board for

internal group communications. A group chat room can also be created for each group to use. Teams can schedule a calendar for teamwork.

Final exam

We will have a team-based oral final exam. In essence, this session will be a closed book review of the material covered in this class and group project. The questions will give the interviewer and each member of team will have a few minutes to come up with an answer and A spokesperson will be randomly selected and must give the answer. Another question will be projected and the process will be repeated. Each member of team will receive a final grade based on their responses.