

MOBILE MARKETING

Course Syllabus

1. General Information

Course name: Mobile Marketing

Course code: MAR

Number of credits: 3

Faculty: Marketing

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2. Objectives

Mobile Marketing module will explore the highly dynamic mobile marketplace. The course is designed to help students understand the underlying mobile technology, become aware of the evolving options available, evaluate which are relevant to their marketing objectives and create compelling strategy that take advantage of the power of mobile.

3. Abstract

Mobile technologies can be found in your pocket, on your coffee table, at your workplace, and even on your wrist. If a business's marketing plan doesn't include mobile, that business plan simply isn't complete. The growing field of mobile marketing has created a new set of communication imperatives and business opportunities. This module aims to be a practical guide to understanding and using mobile marketing for organizations of different types and sizes around the globe. Current and future organization and business leaders will learn mobile marketing best practices and gain the knowledge to implement and analyze the results of their mobile marketing efforts.

1. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

2. Prerequisites

Principles of marketing

3. Learning Outcomes

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

1	Demonstrate an understanding of mobile marketing perspective in various aspects
2	Examine and evaluate the main tactical toolkit of mobile marketing
3	Determine how to combine mobile tactical tools and build a mobile marketing strategy

4. 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 mobile marketing perspective in various aspects	<ul style="list-style-type: none"> - Understand the user journey used mobile marketing - Explain the relationship between the technology change and the smartphone adoption - Understand the disruption and integration in retail - Explain why devices, platforms and technology do not matter - Determine the future of mobile marketing
LO2 Examine and evaluate the main tactical toolkit of mobile marketing	Examine and evaluate each main tactical tool of mobile marketing, including: mobile sites, email, mobile app, social media, mobile search, mobile advertising, AR and VR, QR codes, location-based devices and beacons, NFC and mobile payments, IM apps and SMS, mobile analytics
LO3 Determine how to combine mobile tactical tools and build a mobile marketing strategy	<ul style="list-style-type: none"> - Be able to develop a mobile marketing strategy combined by various tactical mobile tools - Understand the improvement in mobile marketing performance by mobile site development, mobile app building, social media and mobile search application

5. Outlines

Chapter 1. Introduction

- 1.1. Looking in the wrong direction
- 1.2. Focus on the user journey
- 1.3. The human element
- 1.4. Disruption
- 1.5. Back to basics

Chapter 2. Understanding the user journey

- 2.1. Technology for the sake of technology

- 2.2. User journey and context
- 2.3. Mobile and multi-channel marketing
- 2.4. A multi-screen journey
- 2.5. User journey examples
- 2.6. Local intent
- 2.7. Content marketing
- 2.8. The stages of the user journey
- 2.9. Content mapping
- 2.10. Value proposition and user journey

Chapter 3. Technology change and adoption

- 3.1. Forty years of radical change
- 3.2. Integrated devices
- 3.3. Smartphone adoption
- 3.4. Global variations
- 3.5. Benchmarking marketing activity

Chapter 4. Disruption and integration

- 4.1. The death of in-store retail
- 4.2. Convenience, choice and transparency
- 4.3. Business culture
- 4.4. Single-customer view
- 4.5. Next step: marketing automation
- 4.6. Mobile as a change enabler

Chapter 5. Devices, platforms and technology: why it doesn't matter

- 5.1. Mobile-compatible is not mobile-optimized
- 5.2. Technology challenges
- 5.3. Audience segmentation
- 5.4. Frictionless technology

Chapter 6. The future of mobile marketing

- 6.1. Exponential development
- 6.2. Technology as an enabler
- 6.3. The near future

6.4. Making things easier

6.5. The distant future

6.6. A guaranteed future prediction

Chapter 7. Mobile sites and responsive design

7.1. Start with the fundamentals

7.2. Mobile site options

7.3. Mobile design principles: mobile sites vs desktop sites

7.4. Technology and jargon in perspective

7.5. What responsive design really means

7.6. The three-step quick and dirty guide to a responsive website

7.7. A user-centred approach to mobile sites

7.8. Mobile sites: conclusions

Chapter 8. Mobile and e-mail

8.1. Focusing on mobile users

8.2. Focusing on relevance

8.3. E-mail and the user journey

8.4. Selecting an e-mail service provider

8.5. Gaining opt-ins and building a list

8.6. List segmentation

8.7. E-mail templates and design

8.8. E-mail marketing: conclusions

Chapter 9. How to build an app

9.1. Bolstering value proposition

9.2. The app-building process

9.3. Specification and wireframing

9.4. Interaction and visual design

9.5. Technical development and testing

9.6. App store submission

9.7. App marketing

9.8. App maintenance

9.9. Customer support

- 9.10. Freelancers vs agencies
- 9.11. Native apps vs web apps
- 9.12. Platform wars
- 9.13. Building an app: conclusions

Chapter 10. Social media and mobile

- 10.1. User journey and value proposition
- 10.2. Mobile social media experience
- 10.3. Informing your social media approach
- 10.4. Policy and planning
- 10.5. Outreach, engagement and ego
- 10.6. Social measurement
- 10.7. Social media advertising
- 10.8. Mobile social media: conclusions

Chapter 11. Mobile search

- 11.1. Defining mobile search
- 11.2. Desktop vs mobile results
- 11.3. Search engine optimization (SEO)
- 11.4. Link building
- 11.5. Mobile SEO: conclusions
- 11.6. Paid search
- 11.7. PPC fundamentals
- 11.8. PPC considerations
- 11.9. Working with PPC agencies
- 11.10. Mobile SEO and PPC working together
- 11.11. Mobile search: conclusions

Chapter 12. Mobile advertising

- 12.1. Mobile advertising objectives
- 12.2. App advertising
- 12.3. Ad networks vs media owners
- 12.4. Targeting options
- 12.5. Creative options

12.6. Mobile ad features

12.7. Ad reporting and analytics

12.8. Mobile advertising: conclusions

Chapter 13. Augmented reality (AR) and virtual reality (VR)

13.1. Augmented reality in perspective

13.2. Adoption levels

13.3. Beyond visual AR

13.4. Virtual reality in perspective

13.5. Virtual reality and mobile

13.6. Virtual reality and 360 images

13.7. Virtual reality innovation

13.8. Augmented and virtual reality: conclusions

Chapter 14. Quick response (QR) codes

14.1. QR codes in perspective

14.2. Practical application

14.3. QR code adoption

14.4. The most important thing to understand about QR codes

14.5. Making your QR code beautiful (well, less ugly anyway)

14.6. Practical guide to using QR codes in the real world

14.7. QR codes: conclusions

Chapter 15. Location-based devices and beacons

15.1. Location-based services

15.2. Location check-ins

15.3. Integrated data

15.4. The opportunity of beacons

15.5. Beacon adoption: conclusions

Chapter 16. Near field communication (NFC) and mobile payments

16.1. Near field communication

16.2. Mobile payments

Chapter 17. Instant messenger (IM) apps and short messaging service (SMS)

17.1. IM vs SMS in perspective

17.2. SMS is personal

17.3. Types of SMS communications

17.4. SMS app links

17.5. IM bots and live chat

17.6. IM and SMS: conclusions

Chapter 18. Mobile analytics

18.1. The marvels of Google Analytics

18.2. Setting up Analytics

18.3. Core reports

18.4. Multi-Channel Funnels

18.5. Tracking code

Chapter 19. Mobile marketing checklists

19.1. Mobile marketing strategy

19.2. Mobile site development

19.3. Building your app

19.4. Social media and mobile

19.5. Mobile search

13. Required Textbooks

Rowles, D. (2017), *Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising*, 2nd Edition, Kogan Page

14. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
1	Chapter 1. Introduction	<ul style="list-style-type: none">• Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria• The overview of mobile marketing: Looking in the wrong direction• Focus on the user journey	Before class: <ul style="list-style-type: none">• Reading the course's syllabus• Reading Section 1, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 13-15

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> • The human element • Disruption • Back to basics <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss who the mobile consumer is 	
2	Chapter 2. Mobile marketing in perspective: Understanding the user journey	<ul style="list-style-type: none"> • Technology for the sake of technology • User journey and context • Mobile and multi-channel marketing • A multi-screen journey • User journey examples • Local intent • Content marketing • The stages of the user journey • Content mapping • Value proposition and user journey <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss the case study of Heineken and how they understand their user journey to gain the success of the campaign "Share the sofa" 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part I, Section 2 Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 16-32
3	Chapter 3. Mobile marketing in perspective: Technology change and adoption	<ul style="list-style-type: none"> • Group Assignment Coaching • Review of contents of group assignment • Answer students' questions on group assignment • Forty years of radical change 	<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 I, Section 3 Rowles, <i>Mobile</i>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
	Group Assignment Coaching	<ul style="list-style-type: none"> Integrated devices Smartphone adoption Global variations Benchmarking marketing activity <p><u>Activity</u></p> <ul style="list-style-type: none"> Discuss how the adoption of the technology help to understand the target audiences Answer students' questions related to the group assignment 	<i>Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i> , 2019, pp 33-40
4	Chapter 4. Mobile marketing in perspective: Disruption and integration	<ul style="list-style-type: none"> The death of in-store retail Convenience, choice and transparency Business culture Single-customer view Next step: marketing automation Mobile as a change enabler <p><u>Activity</u></p> <ul style="list-style-type: none"> Discuss which aspects of mobile marketing saved in-store retail from its dead Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part I, Section 4 Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 41-48
5	Chapter 5. Mobile marketing in perspective: Devices, platforms and technology Chapter 6. Mobile	<ul style="list-style-type: none"> Mobile-compatible is not mobile-optimized Technology challenges Audience segmentation Frictionless technology Exponential development Technology as an enabler The near future 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part I, Section 5 & 6 Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 49-59

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
	marketing in perspective: The future of mobile marketing	<ul style="list-style-type: none"> • Making things easier • The distant future • A guaranteed future prediction <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the types of mobile operating systems (mobile platforms) available on market - Answer students' questions related to the group assignment 	
6	Chapter 7. The tactical toolkit: Mobile sites and responsive design	<ul style="list-style-type: none"> • Start with the fundamentals • Mobile site options • Mobile design principles: mobile sites vs desktop sites • Technology and jargon in perspective • What responsive design really means • The three-step quick and dirty guide to a responsive website • A user-centred approach to mobile sites • Mobile sites: conclusions <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing what responsive design really means - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part II, Section 7 & 8, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 61-86
7	Chapter 8. The tactical toolkit: Mobile and e-mail	<ul style="list-style-type: none"> • Focusing on mobile users • Focusing on relevance • E-mail and the user journey • Selecting an e-mail service provider 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part II, Section 9, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and</i>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> • Gaining opt-ins and building a list • List segmentation • E-mail templates and design • E-mail marketing: conclusions <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing about the benefits and risks of personalization in email - Answer students' questions related to the group assignment 	<i>Advertising</i> , 2019, pp 87-105
8	Chapter 9. The tactical toolkit: How to build an app	<ul style="list-style-type: none"> • Bolstering value proposition • The app-building process • Specification and wireframing • Interaction and visual design • Technical development and testing • App store submission • App marketing • App maintenance • Customer support • Freelancers vs agencies • Native apps vs web apps • Platform wars • Building an app: conclusions <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing what “post-app” era is - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part II, Section 10, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 106-120

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
9	Chapter 10. The tactical toolkit: Social media and mobile	<ul style="list-style-type: none"> • User journey and value proposition • Mobile social media experience • Informing your social media approach • Policy and planning • Outreach, engagement and ego • Social measurement • Social media advertising • Mobile social media: conclusions <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing how social media can carry out sentiment analysis - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part II, Section 11, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 121-141
10	Chapter 11. The tactical toolkit: Mobile search	<ul style="list-style-type: none"> • Defining mobile search • Desktop vs mobile results • Search engine optimization (SEO) • Link building • Mobile SEO: conclusions • Paid search • PPC fundamentals • PPC considerations • Working with PPC agencies • Mobile SEO and PPC working together • Mobile search: conclusions <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing about how you 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part II, Section 12, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 142-174

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<p>understand about black hat and white hat SEO</p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	
11	Chapter 12. The tactical toolkit: Mobile advertising	<ul style="list-style-type: none"> • Mobile advertising objectives • App advertising • Ad networks vs media owners • Targeting options • Creative options • Mobile ad features • Ad reporting and analytics • Mobile advertising: conclusions <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discover about the Internet advertising bureau (IAB) and present what it is capable of - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part II, Section 13, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 175-183
12	Middle exam Group assignment tutorial	<ul style="list-style-type: none"> • Middle exam • Answer students' questions related to the group assignment 	<p>After class:</p> <p>Collecting their answers and grading their writings</p>
13	Chapter 13. The tactical toolkit: Augmented reality (AR) and virtual reality (VR)	<ul style="list-style-type: none"> • Augmented reality in perspective • Adoption levels • Beyond visual AR • Virtual reality in perspective • Virtual reality and mobile • Virtual reality and 360 images • Virtual reality innovation • Augmented and virtual reality: 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part II, Section 14, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 184-193

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<p>conclusions</p> <ul style="list-style-type: none"> <u>Activity</u> <ul style="list-style-type: none"> Discussing the challenges of mobile phone-based VR Answer students' questions related to the group assignment 	
14	Chapter 14. The tactical toolkit: Quick response (QR) codes	<ul style="list-style-type: none"> QR codes in perspective Practical application QR code adoption The most important thing to understand about QR codes Making your QR code beautiful (well, less ugly anyway) Practical guide to using QR codes in the real world QR codes: conclusions <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussion about the growth in QR code adoption in the Chinese market - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part II, Section 15, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 194-202
15	Chapter 15. The tactical toolkit: Location-based devices and beacons	<ul style="list-style-type: none"> Location-based services Location check-ins Integrated data The opportunity of beacons Beacon adoption: conclusions <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss about the challenges of beacons 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part II, Section 16, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 203-207

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		- Answer students' questions related to the group assignment	
16	Chapter 16. The tactical toolkit: Near field communication (NFC) and mobile payments Chapter 17. The tactical toolkit: Instant messenger (IM) apps and short messaging service (SMS)	<ul style="list-style-type: none"> Near field communication Mobile payments IM vs SMS in perspective SMS is personal Types of SMS communications SMS app links IM bots and live chat IM and SMS: conclusions <u>Activity</u> <ul style="list-style-type: none"> Distinguish the lines between IM and SMS Answer students' questions related to the group assignment 	Before class: <ul style="list-style-type: none"> Reading Part II, Section 17 & 18, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 208-217
17	Chapter 18. The tactical toolkit: Mobile analytics	<ul style="list-style-type: none"> The marvels of Google Analytics Setting up Analytics Core reports Multi-Channel Funnels Tracking code <u>Activity</u> <ul style="list-style-type: none"> Discuss if all bounces are equal or not Answer students' questions related to the group assignment 	Before class: <ul style="list-style-type: none"> Reading Part II, Section 19, Rowles, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>, 2019, pp 218-232
18	Chapter 19. Mobile marketing	<ul style="list-style-type: none"> Mobile marketing strategy Mobile site development 	Before class: <ul style="list-style-type: none"> Reading Part II, Section 20 & 21, Rowles, <i>Mobile Marketing: How Mobile</i>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
	strategy	<ul style="list-style-type: none"> Building your app Social media and mobile Mobile search <u>Activity</u> <ul style="list-style-type: none"> - Discuss about benchmark, objectives, tactics and technology and analysis of each type of mobile marketing strategy - Answer students' questions related to the group assignment 	<i>Technology is Revolutionizing Marketing, Communications and Advertising</i> , 2019, pp 234-242
19	Oral presentations of group assignment	<ul style="list-style-type: none"> Oral presentation of mobile marketing strategy 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 project report Preparing and submitting slides of oral presentation
20	Oral presentations of group assignment	<ul style="list-style-type: none"> Oral presentation of mobile marketing strategy 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 project report Preparing and submitting slides of 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 	

15. 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 mobile marketing strategy in a real case in order to become familiar with the reality of mobile marketing activities.

The group assignment requires student to work with other members in an assigned group to develop a real mobile marketing strategy and present a report. Learners will choose or be assigned a scenario/a real firm and a group (4-5 members). Company choice is up to students, but it requires the chosen company has not done well in their mobile marketing yet and needs a realistic mobile marketing strategy. Students will be required to design and execute a mobile marketing strategy that addresses the best combination of mobile marketing activities of the chosen real firm that would like to improve their mobile marketing performance. 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

Final exam

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