



## **COURSE SYLLABUS**

<b>COURSE TITLE:</b>	Digital Marketing and Web Analytics	<b>COURSE CODE:</b>	MKTG315
<b>PREREQUISITES:</b>	Any basic marketing course, any basic MIS course	<b>SEMESTER:</b>	FALL 2020
<b>INSTRUCTOR:</b>	Mr. Baber Mirza	<b>CREDITS:</b>	3
<b>EMAIL:</b>	<a href="mailto:bmirza@groupe-igs.fr">bmirza@groupe-igs.fr</a>	<b>SCHEDULE:</b>	Friday 12h30-15h30

### **COURSE DESCRIPTION:**

Students may be curious about the terminologies E-Marketing, E-commerce and E-Business. These terms are usually used interchangeably, and students have to understand that, in order for all e-commerce activities to be successful for any give business, it has to be backed by digital technologies. Meaning, without a proper e-business infrastructure, e-commerce will fail.

Digital Marketing is the marketing strategies used with digital technologies mixed with traditional and new philosophies of marketing to build profitable customer relationships (preferable using online digital technologies)

In this class, our goal is to enable you to use digital marketing tools to enhance the ROI of the business and gain better competitive advantage through the understanding of analytics and KPIs

### **COURSE OBJECTIVES:**

- To understand and learn key concepts and definitions pertaining to E-Marketing and E-Commerce
- To be able to understand project implementation, online consumer behavior, and the changing nature of digital technologies
- To be aware of the important challenges facing business managers regarding change management in E-Business and E-commerce.

### **EXPECTED LEARNING OUTCOMES:**

Upon completion of this course students should be able to:

- To be clearly define E-Marketing in its proper context with regards to long term online customer relationship building and profit making
- To be able to assess the online supply chain management of any given business infrastructure
- To be able to analyze the online consumer behavior and trends

### MANDATORY TEXTBOOK:

Understanding Digital Marketing 4<sup>th</sup> edition by Damian Ryan

Publisher: Kogan Page

ISBN: 9780749478438, 0749478438 eText ISBN: 9780749478445, 0749478446



### EVALUATIONS:

The final grade will be determined as follows:

Details	Grade
*Regular Class Participation and project updates	20%
Quizzes	20%
Online tasks	20%
Final Project Report and Video Presentation	40%

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

***NOTE: Students are required to have the updates of their projects every week to show me.***

***Failing to do so WILL lead to a negative marking.***

### RULES / POLICIES:

You will be required to register for an online learning platform called CANVAS with your ABS emails. You will have certain assignments submitted online. Deadlines are NON-NEGOTIABLE. For the project work, you will be placed in groups, and you will provide a weekly dashboard to me before the class.

LAPTOPS or devices of any sort are prohibited. Unless there is a requirement for it. You can take notes on paper. The laptops or tablets will be only allowed if I grant permission. You will need them for certain sessions.

Teams will be made by me and there will be a peer review.

### GRADING CRITERIA:

Grades will be based on the standard ABS Grading Rubrics available on Beecome.io.

## COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 18 Sept	Chapter 1 and 2	Introduction to the subject matter and defining and preparing your business for the digital market. This session will elaborate on some key factors that will enable you to think like a startup and entrepreneur in the digital age
Session 2 25 Sept	Chapter 3	Building your channel How would you build your website, how to choose the right domain name, developer, and content for your online digital marketing strategy
Session 3 2 Oct <b>ONLINE</b>	Chapter 4 <b>Online Assignment</b>	Measuring the metrics of your website and digital marketing campaigns. We will explore some important metrics in order to be able to establish if the website is generating a successful campaign.
Session 4 9 Oct	Chapter 5 <b>Project Brief &amp; Team Building</b>	How to get traffic to your website and or page. Optimizing the site for search engines and ranking on search websites. This is a technical chapter.
Session 5 16 Oct	Chapters 6 and 7 <b>Quiz</b>	Marketing tactics using email and social media. In this chapter we will explore how to utilize email marketing campaigns and social media such as Facebook, Youtube, etc, to generate an audience building scenario.
Session 6 23 Oct	<b>Project Development</b>	Bring your business plans and cost analysis. One pager for BP and CA. Each group will have to present their website project proposal to the whole class.
Session 7 30 Oct	Chapter 8 <b>Quiz</b>	Understanding mobile marketing. We will have a discussion on mobile and smartphone marketing. This is a chapter that will open your eyes to the strength of a huge potential market that very few entrepreneurs realize can be easily developed.
Session 8 6 Nov <b>ONLINE</b>	Chapter 9 <b>Online Assignment</b>	Understanding performance marketing (affiliate marketing). The new buzzword for affiliate marketing is performance marketing. In this discussion, we will learn about how to reorganize opportunities for strategic partnerships.
Session 9 13 Nov	Introduction to web analytics	In this session we will discuss the basics of analysis and statistics for marketing campaigns. This will be followed

		by the registration and basic instructions of using the free service of Google Analytics
Session 10 20 Nov <b>ONLINE</b>	Assessment of online marketing campaigns <b>Online Assignment</b>	This session will explore the concepts of the various (2 or 3) marketing campaigns that were launched by you and to gather the results for assessment.
<b>No class next week due to business games</b>		
Session 11 4 Dec	Connecting the dots	In this final session, you will develop your online strategy alongside the results of your 2nd results. This will help you change the contents of your website and show you the nature of online website management as a particularly frequent task as the online markets are highly competitive
Session 12 11 Dec	Presence is MANDATORY	<b>Final Presentations and Report Submission</b>  Deadline for report and video presentation submission is 10-December 9H00 – No exceptions and no changes will be granted for this submission <b><i>Video presentation must be uploaded to YouTube and the video must be set to Unlisted (not private)</i></b>

**The schedule of Final Exams will be confirmed and published by 31 October 2020. The last day of the semester is 18 December 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.**