



Mahidol University International College

Bachelor of Business Administration Program

ICMB 485 Digital Marketing

1. **Number of Credits** 4 **(Lecture / Lab)** (4-0)
2. **Prerequisite** ICMB 485 Digital Marketing
3. **Type of Course** Required and Elective Course
4. **Day / Time** TBD

5. **Course Description**

The course examines digital marketing strategy, implementation and influences of online business success and failure. Moreover it provides a detailed understanding of all digital channels and platforms. Participants will complete the course with a comprehensive knowledge of how online markets function and with experience in how to develop an integrated digital marketing strategy.

6. **Course Objectives**

- Understand how and why to use digital marketing for multiple goals within a larger marketing and /or media strategy
- Understand the major digital marketing channels such as display, video, mobile, search engines and social media.
- Learn to develop, evaluate, and execute a comprehensive digital marketing strategy
- Learn how to measure digital marketing efforts and calculate using tangible success factors

- Explore the latest digital marketing technologies

7. Teaching Methods

All materials will be covered by lecturing during the class time. Real-world examples and case studies will be discussed through question-answer time. Class participations is encouraged.

8. Teaching Media

Keynote presentations, pdf files, movies, audio interviews, case studies

9. Course Outline

Week	Topic		
	Lecture / Seminar	Hour	Lab
1	<input type="checkbox"/> Introduction to Digital Marketing	4	-
2	<input type="checkbox"/> Display Advertising	4	-
3	<input type="checkbox"/> Search Engines (SEO / SEA)	4	-
4	<input type="checkbox"/> Social Media	4	-
5	<input type="checkbox"/> Content Marketing / User Generated Content	4	-
6	<input type="checkbox"/> Blogging / Micro Blogging <input type="checkbox"/> Mid-Term Exam / Presentation	4	-
7	<input type="checkbox"/> Laws & Regulations / Monetization	4	-
8	<input type="checkbox"/> E-Commerce & Mobile Marketing	4	-
9	<input type="checkbox"/> Local Marketing & Analyzing Success	4	-
10	<input type="checkbox"/> Response Handling & Consumer Behavior	4	-
11	<input type="checkbox"/> CRO & Big Data	4	-
12	<input type="checkbox"/> Wrap Up, Student Presentations	4	
	Total	48	0

10. Course Assessment

Course Evaluation

Raw Score	Grade		Composition	%
90 – 100	A		Mid-Term Exam / Presentation	20%
85 – 89	B+		Final Exam	30%
80 – 84	B		Final Project	35%
75 – 79	C+		Participation / Assignments	15%
70 – 74	C		Total	100%
65 – 69	D+			
60 – 64	D			
< 60	F			

11. Reference

There are no required textbooks, however, I HIGHLY rely on students keeping up with current developments. One way to keep up with such developments is following business leading websites. Some of those can be found right on our website & eLearning platform or by following the ICMB48 specific hashtag on twitter. Please don't limit yourself to those options though.

12. Instructor

Name: Sascha Funk
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Office hours: upon request

13. Course Coordinator

Program Director of Business Economics Major