



北京大學  
匯豐商學院

Peking University HSBC Business School

MGT567

Course Name: Digital Marketing  
2nd Module, 2016 – 2017

## Course Information

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***Instructor: Cuiping Chen, PhD***

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Office Hour: Tue. & Fri. by appointment

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***Classes:***

Lectures: Tue. & Fri. 3:30~5:20pm (Class starts on Nov. 11)

Venue: PHBS Building, Room 225

## 1. Course Description

### 1.1 Context

Course Overview:

New digital technologies transform the way we live and do business. They also have fundamentally reshaped marketing in the past decade alone. From mobile Internet and smart devices to big data and cloud computing, recent technologies have revolutionized the modes of communication through which businesses and brands engage with consumers.

This course is designed to provide students a detailed, applied perspective on the theory and practice of Digital Marketing. It will help students understand the fundamental capabilities of the Net – digitization, networking, and individualization, and how they, together with new digital technologies, influence branding and 4Ps (i.e., Product, Place, Price, and Promotion) of marketing. Specifically, the course will cover topics like Search Engine Marketing, Social Media Marketing, Mobile Marketing, and CRM (Customer Relationship Management) strategy in the Age of Big Data. It will cover concepts such as

web chain analysis, customer lifetime value, and Online Ecosystem including paid media, owned media, shared media, and earned media. It will cover theories of online consumer behavior, the Long Tail theory, and theory of word-of-mouth transmission. The course will combine lectures, case studies, and possibly, guest speakers with relevant industry experience that speak directly to the topics at hand.

Prerequisite:  
MGT560 Marketing Management

## **1.2 Textbooks and Reading Materials**

### **Textbook:**

No required textbook.

### **References:**

Ward Hanson and Kirthi Kalyanam, *Internet Marketing and E-Commerce*, 2<sup>nd</sup> ed., Thomson South-Western.

Erik Qualman, *Socialnomics: How Social Media Transforms the Way We Live and Do Business*, 2<sup>nd</sup> ed., Wiley.

Chris Anderson, *The Long Tail: Why the Future of Business Is Selling Less of More*, 3<sup>rd</sup> ed. New York: Hyperion.

### **Cases:**

HBS Case

### **Other Supplemental Readings:**

1. Academic papers from top marketing academic journals
2. Trade articles from popular business press

## **2. Learning Outcomes**

### **2.1 Intended Learning Outcomes**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment</b>
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	

3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem- solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

## **2.2 Course Specific Objectives**

Upon successful completion of this course, students should have a fundamental understanding of:

1. Concepts and theories of digital marketing;
2. Theory of word-of-mouth transmission;
4. Online Ecosystem
5. Search Engine Marketing;
6. Social Media Marketing;
7. Mobile Marketing.

Meanwhile, students should be able to:

1. Design, launch, and manage a search engine advertising campaign;
2. Design, launch, and manage social media advertising campaigns on main social media platforms;
3. Apply analytic skills in a real business setting relating to various aspects of digital marketing;
4. Improve the ability to develop integrative solutions to complex business challenges;
5. Cultivate innovativeness;
6. Enhance teamwork skills through group exercises.

## **2.3 Assessment/Grading Details**

To maximize learning in this course, all students are expected to read assigned materials before each class, attend lectures, actively participate in class activities, conduct independent share of work and contribute substantially to group projects and case studies. Students are strongly encouraged to bring questions and thoughts to the class. The overall performance will be evaluated on the basis of individual achievement as well as the contribution to group tasks. Below you will find how points will be allocated.

Subject	Percent of Grade
Attendance, Participation and Assignments	20%
Case Study	30%
Social Media Marketing Project	20%
Final Group Project – Written Report	20%
Final Group Project – Presentation	10%
Total Points	100%

Details about the assignments, projects, and deliverables will be forthcoming throughout the semester. However, the following provides a sketch of the four main requirements of this course.

*(1) Attendance, Participation and Assignments (20%):*

You are expected to attend each class and actively participate in class activities. You must come prepared for class and be ready to discuss the topics. Specifically, you are expected to ask questions, provide critical (but respectful) feedback, and work collaboratively with your classmates to enhance learning experience for all of us. In addition, in-class assignments and take-home assignments will be introduced throughout the semester.

*(2) Case Study (30%):*

Group members are expected to work on the case(s) together, to share their analysis with, and to respond to critics from other groups and the instructor.

*(3) Social Media Marketing Group Project (20%):*

This project is designed for you to learn how to do marketing leveraging top social media sites in China and in other countries where foreign students come.

Your group is to select or to be assigned to do research on how to do marketing using a popular social media site and present your findings in class. When do presentation, please try to show the audience all the specific marketing and advertising tools as well as the specific ways of using them.

*(4) Final Group Project (30%):*

The digital marketing final group project is a very important portion of the class. Three types of projects are possible, namely a digital marketing plan for an existing organization, a topical “e” or “i” related research paper, or a dot-com startup business plan.

### **Type 1: Consulting Project**

This project is to investigate the digital presence of an existing organization, for example, PHBS, and to design a digital marketing plan for it. Your task is to select an organization with potential digital marketing problems, examine its digital marketing strategy and tactics, identify and analyze the problems, and attempt to solve the problems through the better use of digital marketing knowledge you learn from this class. The solutions provided should show creativity while being feasible.

### **Type 2: Research Report**

Your group will need to identify an important and current course-related, “e” or “i” topic to analyze. I am looking for particularly new and latest hot-off-the press “e” or “i” topics. The objective of the research project is to uncover something new, for example, a new “e” or “i” technology or a new type of website, explore its potentials for creating new business models hence generating benefits, for instance, generating revenue directly or improving an organization’s primary and support activities, particularly marketing and sales, and present these findings in a meaningful and educational way to the rest of the class (and myself).

### **Type 3: Startup Business Plan**

Starting a dot-com pure-play in this day and age is quite a challenge. Yet people still do it! In this type of project, your group is to create a new dot-com business based on a creative way of using digital technologies.

In all three cases, a written report will be required, which will count 20% of your total grade. A class presentation followed by Q&A will count another 10% of the total grade.

Deliverables:

- ✓ 10 – 15 pages written report (including all), double space.
- ✓ A copy of your PowerPoint and/or web-based presentation materials.

*Team Composition and Group Member Evaluation:*

You will form into self-selected groups (usually 5 students each group) at the beginning of the term. This group will act as a course resource for all the group assignments. You will have an opportunity to evaluate your team members for each group assignment.

## **2.4 Academic Honesty and Plagiarism**

It is important for a student’s effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors,

awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

### 3. Topics, Teaching and Assessment Schedule

#### *Class Schedule (Tentative)*

<u>Week</u>	<u>Topics</u>	<u>Readings</u>
Week1 11/11 Fri	<ul style="list-style-type: none"> <li>▪ Introduction of E-Marketing</li> <li>▪ Social Media Revolution</li> </ul>	Chapter 1
11/15 Tue	<ul style="list-style-type: none"> <li>▪ Fundamental Capabilities of the Net: Digitization</li> <li>▪ Networking</li> </ul>	Chapter 2 & 3
Week2 11/18 Fri	<ul style="list-style-type: none"> <li>▪ Fundamental Capability of the Net: Individualization</li> </ul>	Chapter 4 & 9
11/22 Tue	<ul style="list-style-type: none"> <li>▪ Web Business Models</li> <li>▪ Web Chain Analysis: A Tool for Quantifying Online Marketing</li> </ul>	Chapter 5
Week3 11/25 Fri	<ul style="list-style-type: none"> <li>▪ Facebook Marketing</li> </ul>	
11/29 Tue	<ul style="list-style-type: none"> <li>▪ Facebook Marketing</li> </ul>	
Week4 12/2 Fri	<ul style="list-style-type: none"> <li>▪ Snapchat Marketing</li> <li>▪ "Inside the Mind of Google"</li> </ul>	
12/6 Tue	<ul style="list-style-type: none"> <li>▪ Traffic Building</li> <li>▪ Search Engine Marketing</li> </ul>	Chapter 8
Week5 12/9 Fri	<ul style="list-style-type: none"> <li>▪ Google AdWords</li> <li>▪ Social Media Marketing</li> </ul>	
12/13 Tue	<ul style="list-style-type: none"> <li>▪ Word-of-Mouth Marketing</li> <li>▪ Social Media Marketing</li> </ul>	

Week6 12/16 Fri	<ul style="list-style-type: none"> <li>▪ Online Branding</li> <li>▪ Social Media Marketing</li> </ul>	Chapter 6
12/20 Tue	<ul style="list-style-type: none"> <li>▪ Website, Mobile Web and Mobile App</li> <li>▪ Social Media Marketing</li> </ul>	Chapter 7
Week7 12/23 Fri	<ul style="list-style-type: none"> <li>▪ Customer Relationship Management (CRM)</li> <li>▪ Innovation and the Net</li> <li>▪ The Long Tail of Marketing</li> <li>▪ Social Media Marketing</li> </ul>	Chapter 10 & 11
12/27 Tue	<ul style="list-style-type: none"> <li>▪ Online Pricing</li> <li>▪ Social Media Marketing</li> </ul>	Chapter 12
Week8 12/30 Fri	<ul style="list-style-type: none"> <li>▪ Sephora Case Discussion</li> </ul>	
1/3 Tue	<ul style="list-style-type: none"> <li>▪ Sephora Case Discussion</li> </ul>	
Week9 1/6 Fri	<ul style="list-style-type: none"> <li>▪ Final Group Project Presentations</li> </ul>	
1/10 Tue	<ul style="list-style-type: none"> <li>▪ Final Group Project Presentations</li> </ul>	

#### 4. Miscellaneous

None.