



北京大學  
汇丰商学院

Peking University HSBC Business School

# MGT567

## Digital Marketing

### 2<sup>nd</sup> Module, 2017-2018

#### Course Information

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***Instructor: Cuiping Chen, PH.D.***

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Office Hour: 10:30am-12:00 Mon. & Thur. (by appointment)

***Teaching Assistant: Jason Yang***

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***Classes:***

Lectures: Mon. & Thur., 8:30am-10:20am

Venue: PHBS Building, Room313

## 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 teach students how to analyse and manage a business' online marketing including paid media, owned media, shared media, and earned media. Specifically, the course will cover topics like Search Engine Marketing, Social Media Marketing, Word-of-Mouth Marketing, Mobile Marketing, and Branding in the Age of Big Data. The course will combine lectures, case studies, and possibly, guest speakers with relevant industry experience that speak directly to the topics at hand.

Prerequisites: None

### 1.2 Textbooks and Reading Materials

No required textbook.

**References:**

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

刘鹏、王超：第 1 章至第 8 章，《计算广告：互联网商业变现的市场与技术》，人民邮电出版社 2015 年 9 月第 1 版

**Other Supplemental Readings:**

Trade Articles from popular business press such as *Harvard Business Review* and *MIT Sloan Management Review*.

**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.	Yes
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**

<b>Subject</b>	<b>Percent of Grade</b>
Attendance, Participation and Assignments	20%
HBS Case Study 1	20%
HBS Case Study 2	20%
Midterm Group Project (Presentation only)	15%
Final Group Project (Written Report + Presentation)	25%
Total Points	100%

#### *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 randomly throughout the module.

### **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 (Tentative)

<b><u>Week</u></b>	<b><u>Topics</u></b>	<b><u>Assignments</u></b>
<b>Week1</b> 11/16 Thur	<ul style="list-style-type: none"> <li>▪ Syllabus</li> <li>▪ Overview of Digital Marketing</li> </ul>	
11/20 Mon	<ul style="list-style-type: none"> <li>▪ Social Media Revolution</li> </ul>	
<b>Week2</b> 11/23 Thur	<ul style="list-style-type: none"> <li>▪ Facebook Marketing</li> </ul>	
11/27 Mon	<ul style="list-style-type: none"> <li>▪ Facebook Marketing</li> </ul>	
<b>Week3</b> 11/30 Thur	<ul style="list-style-type: none"> <li>▪ Quantifying Digital Marketing: Revolution of Marketing</li> </ul>	
12/4 Mon	<ul style="list-style-type: none"> <li>▪ Web Chain Analysis: A Tool for Quantifying Digital Marketing</li> </ul>	
<b>Week4</b> 12/7 Thur	<ul style="list-style-type: none"> <li>▪ Search Engine Marketing</li> </ul>	
12/11 Mon	<ul style="list-style-type: none"> <li>▪ Google AdWords</li> </ul>	
<b>Week5</b> 12/14 Thur	<ul style="list-style-type: none"> <li>▪ Display Ad and Ad Network</li> </ul>	Midterm Project Presentation (1 group)
12/18 Mon	<ul style="list-style-type: none"> <li>▪ Word-of-Mouth Marketing</li> </ul>	Midterm Project Presentation (1 group)
<b>Week6</b> 12/21 Thur	<ul style="list-style-type: none"> <li>▪ BBVA Compass Case Discussion</li> </ul>	HBS Case #1 Analysis Due
12/25 Mon	<ul style="list-style-type: none"> <li>▪ Social Media Marketing</li> </ul>	Midterm Project Presentation (4 groups)
<b>Week7</b> 12/28 Thur	<ul style="list-style-type: none"> <li>▪ Social Media Marketing</li> </ul>	Midterm Project Presentation (3 groups)
1/3 Wed	<ul style="list-style-type: none"> <li>▪ Traffic Building</li> <li>▪ Website/App Design</li> </ul>	
<b>Week8</b> 1/4 Thur	<ul style="list-style-type: none"> <li>▪ Sephora Case Discussion</li> </ul>	HBS Case #2 Analysis Due
1/8 Mon	<ul style="list-style-type: none"> <li>▪ Branding in the Digital Age</li> </ul>	
<b>Week9</b> 1/11 Thur	<ul style="list-style-type: none"> <li>▪ Final Group Project Presentations</li> </ul>	
1/15 Mon	<ul style="list-style-type: none"> <li>▪ Final Group Project Presentations</li> <li>▪ Course Summary</li> </ul>	Final Project Due

### 4. Miscellaneous

None.