

# MGT567

## Digital Marketing

### Module 2, 2019-2020

#### Course Information

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**Instructor: Dandan Tong (Assistant Professor)**

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Office Hour: Mon & Thu 5:30-6:30 pm (By appointment)

**Teaching Assistant:**

Phone:

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**Classes:**

Lectures: Tue & Fri 10:30 am-12:20 pm (Class starts on Nov 15)

Venue: PHBS Building, Room 211

## 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, Mobile Marketing, Content Marketing, Word-of-Mouth Marketing, and Branding in the Age of Social Media. 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

**Textbook**

No required textbooks.

**Supplementary Reading Materials**

1. *Digital Marketing: Strategy, Implementation, and Practice*, 6<sup>th</sup> edition, by Dave Chaffey and Fiona Ellis-Chadwick, Pearson Education, 2015.
2. Trade Articles from popular business press such as *Harvard Business Review* and *MIT Sloan Management Review*.
3. Holt, D. (2016). Branding in the age of social media. *Harvard business review*, 94(3), 40-50.

## 2. Learning Outcomes

### 2.1 Intended Learning Outcomes

| Learning Goals   | Objectives  | Assessment (YES with details or NO)     |
|--|---|---|
| 1. Our graduates will be effective communicators.                          | 1.1. Our students will produce quality business and research-oriented documents.  | Yes. Course Assignment                  |
|  | 1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.  | Yes. Case Discussion, Course Assignment |
| 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. Case Discussion                    |
|  | 2.2. Students will be able to apply leadership theories and related skills.   | No.                                     |
| 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. Case Discussion, Course Assignment |
|  | 3.2. Our students will practice ethics in the duration of the program.  | Yes. Course Assignment                  |
| 4. Our graduates will have a global perspective.                           | 4.1. Students will have an international exposure.  | Yes. Case Discussion                    |
| 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. Course Assignment                  |
|  | 5.2. Our students will be prepared to face problems in various business settings and find solutions.  | Yes. Case Discussion                    |
|  | 5.3. Our students will demonstrate competency in critical thinking.   | Yes. Case Discussion                    |

### 2.2 Course specific objectives

After completing this subject, students should be able to:

1. Have a fundamental understanding of concepts and theories of digital marketing;
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**

Final grades will be based on your performance for the four main requirements, according to the following weights:

|   |     |
|---|-----|
| Class Participation                     | 15% |
| Assignments (Individual work)           | 25% |
| Case Analysis                           | 25% |
| Final Group Project (Presentation only) | 35% |

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|        |      |
|--------|------|
| Total: | 100% |
|--------|------|

### **2.3.1 Class Participation**

Your preparation and attendance are very important for this course. Adequate preparation for, regular attendance of, and full involvement in class sessions including class discussions and group activities are required. Class participation and involvement is worth 15% of the grade and will be based on my perception of your performance and attendance list.

### **2.3.2 Individual Assignments**

There will be quiz, in-class discussions, and other in-class exercise, working individually. The assignment details will be announced in class. Students also need to prepare for in-class discussion of business cases.

### **2.3.3 Case Analysis (Group)**

This assignment involves cases we will discuss during the term. All students are required to read the cases and prepare the class discussion before they come to the class. Each group will be responsible for presenting one case. You are responsible for analyzing the case, updating the information in the case, and preparing discussion. I will lead class discussion based on your preparation. Your contribution to each case discussion will be evaluated during each class.

### **2.3.4 Group Project**

1. Each student will join a group that consists of around 4-5 members. If you decide to form a group by yourself, please email TA before add-drop period. Otherwise, you will be randomly assigned to a group by TA.
2. Focus on the problem a company faces with the challenge of digital technology. Review second-hand data or collect data to discuss the problem. Use marketing tools to make an analysis of it. Finally, propose a solution.

The structure can be as below:

1. Introduction
2. Problem analysis
3. Market analysis (company; consumer; segmentation; competitor; etc.)
4. Proposed solution

Choose a topic listed on the syllabus. Please provide a brief proposal (including the company name and problems it faces) to the professor before Dec 15th.

### **Final Presentation**

As part of the term project, you are required to present your project in front of the class. Each member of the group should participate. Presenting the project in front of the class will give you an opportunity to practice your presentation skills in a friendly and supporting environment. This would also give you an opportunity to view the various projects done by your fellow class members.

## **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

| Week             | Topic/Activity   |
|------------------|--|
| 1 (Nov 15, Fri)  | - Course Overview  |
| 2 (Nov 19, Tue)  | - Introduction to Digital Marketing  |
| 3 (Nov 22, Fri)  | - Quantifying Digital Marketing: Transformation  |
| 4 (Nov 26, Tue)  | - Display Ad<br>- Online Advertising   |
| 5 (Nov 29, Fri)  | Case discussion: The rise and fall of Nokia<br>Student Presentation                                    |
| 6 (Dec 3, Tue)   | - Search Engine Marketing  |
| 7 (Dec 6, Fri)   | Case Discussion: Showrooming at Best Buy<br>Student Presentation                                       |
| 8 (Dec 10, Tue)  | - Content Marketing  |
| 9 (Dec 13, Fri)  | Case Discussion: YouTube for Brands<br>Student Presentation  |
| 10 (Dec 17, Tue) | <b>Group meeting with professor</b>  |
| 11 (Dec 20, Fri) | - Social Media Marketing   |
| 12 (Dec 24, Tue) | Case Discussion: Sephora: Investing in social media and mobile<br>Student Presentation                 |
| 13 (Dec 27, Fri) | - Mobile Marketing   |
| 14 (Dec 31, Tue) | Case Discussion: Telenor: Digital Transformation of the<br>Customer Experience<br>Student Presentation |
| 15 (Jan 3, Fri)  | - Measure and Evaluate Digital marketing Outcomes  |
| 16 (Jan 7, Tue)  | Case Discussion: Uber Pricing Strategy and Marketing<br>Communications<br>Student Presentation         |
| 17 (Jan 10, Fri) | <b>Final Presentation (1)</b>  |
| 18 (Jan 14, Tue) | <b>Final Presentation (2)</b>  |

### 4. Miscellaneous