



## Course syllabus

### General information

<b>Course title:</b>	<b>Creating Digital Marketing Strategy – local and international market perspective</b>		
<b>Faculty:</b>	<b>Management</b>	<b>Programme of study:</b>	<b>International business</b>
<b>Study level:</b> (please tick)	<input type="checkbox"/> BA <input checked="" type="checkbox"/> MA	<b>Academic year:</b>	<b>2016/2017</b>
<b>Number of ECTS points:</b>	<b>2</b>	<b>Course completion method:</b> (please tick)	<input checked="" type="checkbox"/> With an exam <input type="checkbox"/> Without an exam
<b>Language of instruction:</b>	<b>English</b>	<b>Course teaching team:</b>	
		<b>Course leader:</b>	<b>Vatroslav Škare, PhD</b>
		<b>Lectures:</b>	<b>n/a</b>
		<b>Classes:</b>	<b>Vatroslav Škare, PhD</b>
		<b>Lab classes:</b>	<b>n/a</b>
<b>Department of the course teaching team:</b>	<b>Department of Marketing Department, Faculty of Economics and Business, University of Zagreb, Croatia</b>		
<b>Course status:</b> (please tick)	<input type="checkbox"/> Compulsory <input checked="" type="checkbox"/> Elective	<b>Course time frame: 1</b> (no. of semesters)	<b>Module (elective)</b>

### Contact hours

Course form	Number of hours
<b>Lectures</b>	
<b>Classes</b>	<b>14</b>
<b>Lab classes</b>	
<b>Language classes</b>	
<b>Seminars</b>	
<b>Other</b> (e.g. practitioners' lecturers, study trips)	
<b>Total number of hours:</b>	<b>14</b>
<b>Examination hours:</b>	<b>2</b>

### Course objective and key words

<b>Course objective:</b> <i>To provide students with an understanding of how digital technologies and the rise of social media are changing marketing strategies and tactics across different industries and markets, both local and international. Furthermore, the course provides students with the understanding of the strategic approach to digital marketing and acquaint them with the digital marketing strategy framework.</i>
<b>Course key words:</b> Digital marketing; Marketing strategy; Marketing tactics; Consumer decision journey; Digital personas; Paid-Owned-Earned media; Key performance indicators

### Course content

1. How digital technologies are transforming marketing?; Key terms and concepts; Distinctive properties of digital marketing
2. Strategic approach to digital marketing; Local vs. international approach to digital marketing
3. New role of the consumer & consumer decision journey
4. Segmentation-Targeting-Positioning (STP) approach in digital marketing; Digital Personas; Digital Value Proposition
5. Managing digital presence (Paid-Owned-Earned media) & content
6. Choosing the right digital marketing tactics; Adapting digital marketing tactics for reaching international audiences
7. Measuring performance in digital marketing (Key performance indicators)

## Teaching and learning methods

Direct contact hours		
Teaching methods	Description	Number of hours
1. Class lectures	Explanation of fundamental concepts in digital marketing strategy	10
2. Class discussion	Discussion of selected issues (i.e. The impact of the digital technologies on marketing & the importance of the strategic approach to digital marketing; The need for adaptation of digital marketing strategies & tactics for reaching international markets)	2
3. Team work in class	Brainstorming & preparation for class discussion	2
Self-study hours		
Learning method	Description	Number of hours
1. Preparation for class	Review of slides from lecture before the class	8
2. Readings	Review and analysis of the mandatory and suggested readings	18
3. Desktop research	Desktop research – analysis of best practice cases	8
4. Written exam	The exam is based on the mandatory readings	2
<b>Total number of hours<sup>1</sup></b> <i>(direct and self-study plus exam hours)</i>		<b>14+36 = 50</b>

## Learning outcomes

Code of the learning outcomes	Student learning outcome achieved in the course	Methods of assessing the outcomes	Documentation
Knowledge			
IB1_W01	Knowledge about fundamental concepts in digital marketing strategy	Recap quizzes	Quizzes results (via online quiz platform)
IB1_W19	Familiarity with digital marketing strategy framework and its components	Recap quizzes & class discussion	Quizzes results (via online quiz platform) & lecturer's notes
IB1_W12	Understanding of key performance indicators in digital marketing and approaches to measuring performance of digital marketing activities	Recap quizzes & class discussion	Quizzes results (via online quiz platform) & lecturer's notes
Skills			
IB1_U13	Understanding and analyzing the impact of digital technologies on developing marketing strategy for local and international businesses	Class discussion	Lecturer's notes
IB1_U06	Assessing opportunities to leverage digital marketing for reaching new markets	Class discussion	Lecturer's notes
IB1_U10	Choosing the right key performance indicators for the assessment of local and international digital marketing activities	Recap quizzes & class discussion	Quizzes results (via online quiz platform) & lecturer's notes
Social competences			
IB1_K08	Prepared to acquire and improve knowledge of digital marketing independently	Class discussion	Lecturer's notes
IB1_K01	The awareness of lifelong learning necessity in the area of digital marketing	Class discussion	Lecturer's notes

## Assessment methods

Assessment mode	Description	Weight <i>(percentage of the final grade)</i>
1. Written exam	Multiple choice questions and essay questions	<b>100 %</b>

<sup>1</sup> Total number of hours must follow the rule: 25 hours (both direct and self-study) per 1 ECTS point; in case of languages it is 30 hours per 1 ECTS point

## Course literature

<b>Compulsory reading list</b>	
1.	Slides of the lecturer (made available to the students in advance).
2.	Tiago, M.T.P.M.B., Verissimo, J.M.C. (2014) Digital marketing and social media: Why bother? Business Horizons, 57, pgs. 703-708.
3.	Constantinides, E. (2014) Foundations of Social Media Marketing. Procedia - Social and Behavioral Sciences 148, pgs. 40-57.
4.	Deighton, J., Kornfeld, L. (2009) Interactivity's Unanticipated Consequences for Marketers and Marketing, Journal of Interactive Marketing 23(1), pgs. 4-10.
5.	Court, D., Elzinga, D., Mulder, S., Vetvik, O. J. (2009). The consumer decision journey. McKinsey Quarterly, 3, pp. 1-11.
6.	Van Bommel, E., Edelman, D., Ungerman, K. (2014). Digitizing the consumer decision journey. McKinsey & Company.
7.	Lay, J. R. (2014). Digital Personas. Credit Union Management, pp. 34-37.
8.	Corcoran, S. (2009) Defining Earned, Owned And Paid Media. Forrester Blogs [ <a href="http://blogs.forrester.com/print/interactive_marketing/2009/12/defining-earned-owned-and-paid-media.html">http://blogs.forrester.com/print/interactive_marketing/2009/12/defining-earned-owned-and-paid-media.html</a> ]
9.	Reynolds, E. (2017) How to develop an international digital marketing strategy. Smart Insights [ <a href="http://www.smartinsights.com/online-brand-strategy/international-marketing/develop-international-digital-marketing-strategy/">http://www.smartinsights.com/online-brand-strategy/international-marketing/develop-international-digital-marketing-strategy/</a> ]
10.	Web Analytics Association (2008). Web Analytics Definitions
<b>Recommended reading list</b>	
1.	Chaffey, D., Ellis-Chadwick, F. (2015) Digital Marketing: Strategy, Implementation and Practice, 6th Edition. Pearson Education Limited.
2.	Stokes, R. and The Minds of Quirk (2013) eMarketing: The essential guide to digital marketing, Quirk eMarketing (Pty) Ltd (available online: <a href="http://www.redandyellow.co.za/product/textbook-digital/">http://www.redandyellow.co.za/product/textbook-digital/</a> )