# DIGITAL AND SOCIAL MEDIA MARKETING

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| **Course code** | *GRAV030* |
| **Course title** | *Digital and social media marketing* |
| **Type of course** | *Compulsory* |
| **Stage of study** | *Graduate* |
| **ECTS** | *6; 36 hours of class work, 124 hours of self-study, 2 hours of consultations* |
| **Coordinating lecturer** | *Assoc. prof. Vatroslav Skare, e-mail: vatska@faculty.ism.lt* |
| **Study form** | *Full time* |
| **Course prerequisites** | *Undergraduate diploma; Basic marketing course (e.g. Principles of Marketing, Marketing 1, Marketing Management or similar)* |
| **Language of instruction** | *English* |

**Course description**

The course builds on focal marketing courses and discusses digital strategies and tactics from a brand perspective. Beside more general overview of the digital marketing and social media phenomena, the course will focus on topics which are critical in leveraging the power of social media, such are: content management, development of social media presence, native advertising and viral marketing. It will be discussed how power has been shifted from brands to consumers, how to engage consumers through social media, and what is the interplay between social media and other digital marketing activities.

**Course aim**

1. Providing students with a comprehensive understanding of how digital technologies and the rise of social media are changing marketing strategies and tactics across different industries.
2. Learning about marketing concepts that are relevant in the digital environment, analyzing best practice examples, and developing skills for creating, delivering and communicating value by using digital marketing tools and social media platforms.
3. Providing students with insights into current digital marketing and social media trends.
4. Teaching students how to combine digital and offline marketing tactics.

**Learning outcomes**

| Course learning outcomes (CLO) | Study methods | Assessment methods |
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| CLO1. To get acquainted with core digital marketing concepts and the specifics of digital marketing environment | Lectures, discussions, course project, independent studies | Course project preparation and presentation, final exam |
| CLO2. To be able to assess the marketing potential of digital technologies for a particular real-life marketing challenge | Lectures, discussions, course project, independent studies | Course project preparation and presentation, final exam |
| CLO3. To gain in-depth understanding of the value of data in digital marketing and developing skills for data acquisition, analysis and its usage for digital marketing decision-making | Lectures, discussions, course project, independent studies | Course project preparation and presentation, final exam |
| CLO4. To understand the new role of consumers in digital environment and to be able to develop digital personas | Lectures, discussions, course project, independent studies | Course project preparation and presentation, final exam |
| CLO5. To be able to propose relevant online value propositions and tactics to create value in the digital environment, choose relevant digital platforms and propose digital tactics to achieve marketing goals | Lectures, discussions, course project, independent studies | Course project preparation and presentation, final exam |
| CLO6. To foster a holistic approach to | Lectures, discussions, course | Course project preparation and |

| | marketing management by critically thinking about new digital marketing trends, and questioning their applicability for marketing strategy in contemporary business. | project, independent studies | presentation, final exam |
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**Quality assurance**

Interactive teaching methods, case examples, whole class discussions and course project will be employed to enhance the quality of studies. Lectures will consist of lectures, examples, in-class discussions, group course project, article discussions, group presentations and individual final class exam.

**Course content**

| Day | Topic | **Readings** (Note: additional readings will be announced during lectures) |
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| **Day 1** (Monday, 3rd October, 2022) | **Introduction to digital and social media marketing** How digital technologies are transforming marketing; Key terms and concepts; Distinctive properties of digital marketing<br><br>**Digital media landscape** Paid-Owned-Earned media; Digital media platforms | • Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing, 34*(1), 22-45.<br>• Corcoran, S. (2009). *Defining Earned, Owned and Paid Media*. Forrester Blogs.<br>• Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons, 53*(1), 59-68.<br>• Deighton, J., & Kornfeld, L. (2009). Interactivity's Unanticipated Consequences for Marketers and Marketing, *Journal of Interactive Marketing 23*(1), 4-10. |
| **Day 2** (Wednesday, 5th October, 2022) | **New role of the consumer in the digital environment** Consumer decision journey, Kotler's 5A model; Consumers as partners (UGC & co-creation); Consumer behavior models in the digital environment | • Edelman, D. C., & Singer, M. (2015). Competing on Customer Journeys. *Harvard Business Review*, November Issue.<br>• van Bommel, E., Edelman, D., & Ungerman, K. (2014). Digitizing the consumer decision journey. *McKinsey &Company*.<br>• Pay, K. (2015). *Leveraging psychology in digital marketing*. Marketo. |
| **Day 3** (Thursday, 6th October, 2022) | **Strategic approach to digital and social media marketing** Digital marketing strategy framework; Digital analytics; Key performance indicators | • Lay, J. R. (2014). Digital Personas. *Credit Union Management, 3*, 34-37.<br>• Jacuński, M. (2018). Measuring and analysis of digital marketing. *Research privacy, 11*. |
| **Day 4** (Monday, 10th October, 2022) | **Branding in the digital environment** Shift of power from brands to consumers; Customer engagement; Anti-Branding; Social Media Storms (SMS) | • Erdem, T., Keller, K.L., Kuksov, D., & Pieters, R. (2016). Understanding branding in a digitally empowered world. *International Journal of Research in Marketing, 33*(1), 3-10.<br>• Kohli, C., Suri, R., & Kapoor, A. (2015). Will social media kill branding? *Business Horizons, 58*, 35-44.<br>• Krishnamurthy, S., & Umit Kucuk, S. (2009) Anti-branding on the internet. *Journal of Business Research, 62*, 1119-1126.<br>• Rydén, P., Kottika, E., Hossain, M., Skare, V., & Morrison, A. M. (2020). Threat or treat for tourism organizations? The Copenhagen Zoo social media storm. *International Journal of Tourism Research, 22*(1), 108-119. |
| **Day 5** (Wednesday, 12th October, 2021) | **Content strategy & Search-engine optimization (SEO)** Content Marketing Planning & Execution; Content types & formats; On-site & off-site SEO | • Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing, 45*, 27-41.<br>• Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing, 8*(4), 269-293. |

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| **Day 6**<br>(Thursday, 13th October 2022) | **Managing interactions in social media, storytelling & viral marketing**<br>Benefits of viral marketing & storytelling; Crafting stories in the social media context; Community management; Native advertising | • Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2013). Managing Brands in the Social Media Environment. *Journal of Interactive Marketing, 27*, 242–256.<br>• Pulizzi, J. (2012). The Rise of Storytelling as the New Marketing. *Publishing Research Quarterly, 28*(2), 116-123.<br>• Kaplan, A. M., & Haenlein, M. (2011) Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. *Business Horizons, 54*, 253-263.<br>• Berger, J., & Milkman, K. M. (2011) What Makes Online Content Viral? *Journal of Marketing Research, 49*, 192-205. |
| **Day 7**<br>(Monday, 17th October 2022) | **Developing and managing digital presence**<br>User experience (UX) & User Interface (UI); Usabilty | • Parise, S., Guinan, P.J., & Kafka, R. (2016). Solving the crisis of immediacy: How digital technology can transform the customer experience. *Business Horizons, 59*, 411-420. |
| **Day 8**<br>(Wednesday, 19th October 2022) | **The interplay between social media marketing and other digital marketing communication activities**<br>PPC advertising; Display advertising; E-mail marketing | • Binet, L. (2020). A new way to track brands and advertising. *IPA EffWorks Global 2020 Conference* (presentation). |
| **Day 9**<br>(Thursday, 20th October, 2022) | **COURSE PROJECT PRESENTATIONS** | |
| **Final exam**<br>(Thursday, 27th October, 2022) | **FINAL EXAM** | |

**Self-study and assessment**

| Assignment | Number of self-study hours | Percentage of the total grade, % |
|---|---|---|
| Course project | 50 | 40 |
| Final exam | 74 | 60 |
| **Total** | **124** | **100** |

**Assignments and evaluation**

Assessment for this course will have two components:

1. **Course project: Social Media Marketing Strategy (40%)**
   Student will work in teams and their task will be to develop and present a social media marketing strategy for a given company/organization/cause. Social media marketing strategy has to deal with the following issues: analysis of current social media use by the company/organization/cause; social media marketing goals setting; development of digital consumer personas; choosing relevant social media platforms; writing guidelines for content development and social media presence management. Detailed course assignment guidelines will be provided during the first lecture day.

2. **Written final exam (60%)**
   The exam is based on the required readings. It will consist of multiple-choice questions.

**Re-take of the exam**

In case of a negative final grade, students are allowed a retake. It will cover all course materials. The weight of the retake is 60% of the final cumulative grade. Course project cannot be retaken.

**Teaching methods, attendance, and active participation**

The course will utilize a combination of teaching methods including lectures, in-class discussions, workshops, student presentations and readings. Student participation and interaction are highly encouraged and expected. Class attendance is mandatory (students are allowed to miss up to 2 lecture days; each absence should be announced via e-mail to vatska@faculty.ism.lt).

**Course readings** (Note: additional readings will be announced during lectures)

- Berger, J., & Milkman, K. M. (2011) What Makes Online Content Viral? *Journal of Marketing Research, 49*, 192-205.
- Binet, L. (2020). A new way to track brands and advertising. *IPA EffWorks Global 2020 Conference* (presentation).
- Corcoran, S. (2009). *Defining Earned, Owned and Paid Media*. Forrester Blogs.
- Deighton, J., & Kornfeld, L. (2009). Interactivity's Unanticipated Consequences for Marketers and Marketing, *Journal of Interactive Marketing 23*(1), 4-10.
- Edelman, D. C., & Singer, M. (2015). Competing on Customer Journeys. *Harvard Business Review*, November Issue.
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- Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing, 34*(1), 22-45.
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- Krishnamurthy, S., & Umit Kucuk, S. (2009) Anti-branding on the internet. *Journal of Business Research, 62*, 1119-1126.
- Lay, J. R. (2014). Digital Personas. *Credit Union Management, 3*, 34-37.
- Parise, S., Guinan, P.J., & Kafka, R. (2016). Solving the crisis of immediacy: How digital technology can transform the customer experience. *Business Horizons, 59*, 411-420.
- Pay, K. (2015). *Leveraging psychology in digital marketing*. Marketo.
- Pulizzi, J. (2012). The Rise of Storytelling as the New Marketing. *Publishing Research Quarterly, 28*(2), 116-123.
- Rydén, P., Kottika, E., Hossain, M., Skare, V., & Morrison, A. M. (2020). Threat or treat for tourism organizations? The Copenhagen Zoo social media storm. *International Journal of Tourism Research, 22*(1), 108-119.
- Stokes, R. and The Minds of Red&Yellow (2018) eMarketing: The essential guide to marketing in a digital world, 6th Edition. Red & Yellow. [available online: https://www.redandyellow.co.za/textbook/]
- van Bommel, E., Edelman, D., & Ungerman, K. (2014)**.** Digitizing the consumer decision journey. *McKinsey &Company*.

Course readings will be provided in the e-learning platform alongside with the modules' handouts (slides). All the material will not be covered in detail during the modules but will provide a basis for in-class discussions.

**Additional suggested readings**

- Chaffey, D., Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and practice*. 7th Edition. Pearson.
- Tuten, T. L., Solomon, M. R. (2018). *Social Media Marketing*. 3rd Edition. SAGE Publications Ltd.
- Rydén, P., Hossain, M. I., Kottika, E., Skare, V. (2021). *Social Media Storms: Empowering Leadership Beyond Crisis Management*. Routledge.