



LAUREATE
INTERNATIONAL
UNIVERSITIES®

Sales and Marketing in a Digital Age

Course Syllabus

1. PRESENTATION

In a global and digital environment, sales and marketing have become a major factor in ensuring the success of a product or service. A major force shaping the digital age is the Internet explosion, which has become a driver of the new global economy.

In this course, students will examine digital marketing strategies to include search marketing, e-mail marketing, interactive communications, and online public relations. Students will also examine how digital marketing strategies are influenced by country-specific cultural variables.

This course will also analyze buying behaviors, digital relationships, and the factors that influence online purchasing.

Course Learning Outcomes

Upon completion of this course, the students will be able to:

- Evaluate sales and marketing tools in a digital age
- Analyze the relationship between brand identity and sales and marketing success
- Evaluate role of content in the successful use of digital marketing tools
- Analyze the ethical dimensions of digital marketing tools
- Apply data analysis to sales and marketing strategies
- Analyze the impact of social media in shaping publicity, corporate image, and brand identity
- Develop an integrated marketing strategy utilizing new and traditional marketing concepts

Organization of the Course

Week 1: Digital Sales and Marketing in Context

- Analyze marketing tools
- Evaluate the influence of marketing techniques on buyer behavior
- Analyze methods of establishing brand identity
- Apply strategies for cultivating an engaged customer base using digital tools
- Apply fundamental concepts of sales and marketing in a digital age (TYK)

Week 2: Content as a Marketing Tool

- Evaluate content marketing strategies
- Analyze inbound and outbound marketing strategies
- Evaluate digital marketing tools
- Apply fundamental concepts of sales and marketing in a digital age

Week 3: What to Do with Data

- Analyze ethical implications related to data tracking and consumer privacy
- Evaluate data analysis processes
- Apply fundamental concepts of sales and marketing in a digital age (TYK)

Week 4: Data Analysis to Drive Customer Conversion

- Analyze data to formulate marketing strategies
- Evaluate the use of data to increase sales
- Evaluate digital marketing tools



- Apply fundamental concepts of sales and marketing in a digital age

Week 5: E-mail and Search Marketing

- Evaluate the effectiveness of e-mail marketing
- Analyze influence of search engines on marketing techniques
- Apply techniques for search engine optimization (SEO)
- Apply fundamental concepts of sales and marketing in a digital age

Week 6: Leveraging Social Media

- Evaluate social media marketing strategies for organizations
- Evaluate digital marketing tools
- Apply fundamental concepts of sales and marketing in a digital age

Week 7: Sales and Marketing Anywhere at Any Time

- Analyze recent trends in mobile marketing
- Evaluate mobile marketing strategies
- Apply fundamental concepts of sales and marketing in a digital age

Week 8: Integrated and Strategic Sales and Marketing

- Analyze relationships among digital sales and marketing tools
- Evaluate digital marketing tools
- Evaluate sales and marketing skills for the digital age
- Apply fundamental concepts of sales and marketing in a digital age

2. PLAN OF WORK

Week	Individual	Class Interaction
Week 1: Digital Sales and Marketing in Context	<ul style="list-style-type: none">• Explain how both companies can use new tools to develop their brands “for free.”	<ul style="list-style-type: none">• Discuss tools and techniques used in digital sales and marketing.
Week 2: Content as a Marketing Tool	<ul style="list-style-type: none">• Examine the inbound and outbound marketing strategies and the overall marketing strategy of the Harvard Business School. Develop a digital marketing plan.	<ul style="list-style-type: none">• Compare and discuss companies that employ at least three different kinds of content marketing platforms.• Discuss ongoing innovation in a company.
Week 3: What to Do with Data	<ul style="list-style-type: none">• Quiz on fundamental concepts of sales and marketing in a digital age.	<ul style="list-style-type: none">• Discuss whether data tracking intrudes on the privacy of consumers or if it is



		<p>beneficial to both consumers and businesses.</p> <ul style="list-style-type: none">• Discuss data analysis processes that organizations use to measure effectiveness and Return on Marketing Investment (ROMI).
Week 4: Data Analysis to Drive Customer Conversion	<ul style="list-style-type: none">• Prepare short- and long-term digital marketing plans to cover the elements of content marketing and data analysis.	<ul style="list-style-type: none">• Discuss how an organization can use data to determine customer purchase patterns.
Week 5: E-mail and Search Marketing	<ul style="list-style-type: none">• Explain how a company can ensure that the content of its website aligns with the keyword searches that consumers are using and how the company can keep up with the dynamic nature of Search.	<ul style="list-style-type: none">• Identify and discuss which e-mail campaigns are the most effective for you and which are the least effective, and why.
Week 6: Leveraging Social Media	<ul style="list-style-type: none">• Develop the next phase of the integrated marketing plan for your final project: short- and long-term digital marketing plans to cover the elements of e-mail marketing, search marketing, and social media.	<ul style="list-style-type: none">• Discuss how a company can monitor the impact of its social media marketing.
Week 7: Sales and Marketing Anywhere at Any Time	<ul style="list-style-type: none">• Explain how marketers are trying to take advantage of new online mediums to drive sales.	<ul style="list-style-type: none">• Identify and discuss recent trends in mobile marketing and what these trends mean for mobile marketing strategies in your



		company or industry.
Week 8: Integrated and Strategic Sales and Marketing	<ul style="list-style-type: none">Develop a written overview of the short- and long-term marketing plans and a detailed presentation.	<ul style="list-style-type: none">Discuss and explain the relationship between various marketing tools.

3. BIBLIOGRAPHY

Week 1: Digital Sales and Marketing in Context

Readings

- Edelman, D.C. (2010). Branding in the digital age: You're spending your money in all the wrong places. *Harvard Business Review*, 88(12), 62–69.

Media

- HSM Global. (Producer). (n.d.). *Joseph Jaffe: Forbidden fruits of marketing* [Video file]. New York, NY: Author. Retrieved from <http://www.wobi.com/wbftv/joseph-jaffe-forbidden-fruits-marketing>

Week 2: Content as a Marketing Tool

Readings

- Deighton, J., & Kornfeld, L. (2010). *Harvard Business School executive education: Balancing online and offline marketing* (HBS Case No. 510-091). Boston, MA: Harvard Business School.

Media

- HSM Global. (Producer). (2012). *Kevin Roberts: 3 questions to evaluate a marketing campaign* [Video file]. New York, NY: Author. Retrieved from <http://www.wobi.com/wbftv/kevin-roberts-3-ways-evaluate-ad-campaign>

Week 3: What to Do with Data

Readings

- Davenport, T. H., Harris, J. G., Jones, G. L., Lemon, K. N., Norton, D., & McCallister, M. B. (2007). The dark side of customer analytics.. *Harvard Business Review*, 85(5), 37–48.
- Spenner, P., & Freeman, K. (2012). To keep your customers, keep it simple. *Harvard Business Review*. Retrieved from <http://cb.hbsp.harvard.edu/cb/pl/16670295/16670321/e895b4421eabbbdb8484f87eff7bab9d>

Media



- Books24x7 (Producer). (2010). *Quicktalks: David Sable: Focus on the right data to understand customer interest* [Video file]. Retrieved from Laureate MyMedia Player. (LMBA SMDA)

Week 4: Data Analysis to Drive Customer Conversion

Readings

- Davenport, T. H., Mule, L. D., & Lucker, J. (2011). Know what your customers want before they do. *Harvard Business Review*, 89(12), 84–92.
- Macdonald, E. K., Wilson, H. N., & Konuş, U. (2012). Better customer insight—in real time. *Harvard Business Review*, 90(11), 19.

Media

- Books24x7 (Producer). (2012). *The space between data and meaning* [Video file]. Retrieved from Laureate MyMedia Player. (LMBA SMDA)

Week 5: E-mail and Search Marketing

Readings

- Deighton, J., & Kornfeld, L. (2011). *Demand media* (HBS Case No. 511-043). Boston, MA: Harvard Business School.
- Hughes, A. M. (2012 August 21). Why email marketing is king [Blog post]. Retrieved from the *Harvard Business Review* website: http://blogs.hbr.org/cs/2012/08/why_email_marketing_is_king.html.

Media

- HSM Global. (Producer). (2010). *Seth Godin: Purple Cow -Transform Your Business by Being Remarkable* [Video file]. New York, NY: Author.

Week 6: Leveraging Social Media

Readings

- Wilson, H. J., Guinan, P. J., Parise, S., & Weinberg, B.D. (2011). What's your social media strategy? A new study shows four ways companies are using technology to form connections. *Harvard Business Review*, 23–25.

Media

- HSM Global. (Producer). (2012). *Linda Boff: How GE does social media* [Video file]. New York, NY: Author. Retrieved from <http://www.wobi.com/wbftv/linda-boff-how-ge-does-social-media>

Week 7: Sales and Marketing Anywhere at Any Time

Reading



- Gupta, S. & Norris, M. (2012). Bank of America: mobile banking (abridged) (HBS Case No. 9-512-082). Boston, MA: Harvard Business School.
- Joel, M. (2012 December 7). Great marketing is utilitarian [Blog post]. Retrieved from the *Harvard Business Review* website: http://blogs.hbr.org/cs/2012/12/great_marketing_is_utilitarian.html

Media

- HSM Global. (Producer). (2012). *Tomi Ahonen: The urgency of mobile* [Video file]. New York, NY: Author. Retrieved from <http://www.wobi.com/wbftv/tomi-ahonen-urgency-mobile> HSM Global. (Producer). (2012).
- *Lisa Gansky: Three factors driving the sharing economy* [Video file]. New York, NY: Author. Retrieved from <http://www.wobi.com/wbftv/lisa-gansky-three-factors-driving-sharing-economy>

Week 8: Integrated and Strategic Sales and Marketing

Readings

- Rigby, D. (2011). The future of shopping. *Harvard Business Review*, 13(4).
- Wong, H. Y., Radel, K., & Ramsaran-Fowdar, R. (2011). Planning for integrated marketing communications. In *Building a marketing plan: A complete guide* (111–125). New York, NY: Business Expert Press.

Media

- Books24x7 (Producer). (2008). *The key to connecting with multi-channel consumers* [Video file]. Retrieved from Laureate MyMedia Player. (LMBA SMDA)

References

4. EVALUATION

Item	How many	Points each	Subtotal
Shared Reflection	4	4	16
Discussion	6	4	24
Application	4	4	16
Individual Reflection	1	5	5
Final Project (Week 8 has 2 parts with 5 points each)	5	5	25
Test Your Knowledge	8	1.75	14
TOTAL			100



Week	Assessable Activities	Evaluation Criteria	Mode	Weight
1	Discussion: Marketing Tools and Buyer Behavior	<ul style="list-style-type: none"> Analysis of tools and techniques used in digital sales and marketing 	Collaborative	4
	Application: Building Brand Identity “for Free”	<ul style="list-style-type: none"> Evaluate the methods that companies use to establish a brand identity 	Individual	4
	Test Your Knowledge	<ul style="list-style-type: none"> Quiz questions assessing content knowledge based on the week’s Learning Resources (i.e., readings and media) 	Individual	1.75
2	Discussion: Using Content Marketing Strategically	<ul style="list-style-type: none"> Analysis of content platforms that companies use to engage current and potential customers. 	Collaborative	4
	Application: Using Inbound and Outbound Marketing Strategies	<ul style="list-style-type: none"> Explanation of the value of innovation 	Individual	4
	Final Project: Proposal for Final Project	<ul style="list-style-type: none"> Develop short- and long-term digital marketing plans to cover the elements of content marketing and data analysis. 	Individual	5
	Test Your Knowledge	<ul style="list-style-type: none"> Quiz questions assessing content knowledge based on the week’s Learning Resources (i.e., readings and media) 	Individual	1.75
3	Discussion: Is it your Data or Mine? The Ethical Issues of Tracking Data	<ul style="list-style-type: none"> Analysis of whether data tracking intrudes on the privacy of consumers or if it is beneficial to both consumers and businesses 	Collaborative	4
	Shared Reflection: Current Practices in Data Analytics :	<ul style="list-style-type: none"> Measure the effectiveness and Return on Marketing Investment (ROMI) of data analysis processes. Explain 	Collaborative	4



		how one specific data analysis process would benefit an organization		
	Test Your Knowledge	<ul style="list-style-type: none"> Quiz questions assessing content knowledge based on the week's Learning Resources (i.e., readings and media) 	Individual	1.75
4	Discussion: Turning Customer Data into Marketing Insights	<ul style="list-style-type: none"> Analysis of customer purchasing patterns, insights that can be drawn from this data, and how this information can be translated into marketing strategies 	Collaborative	4
	Shared Reflection: Using Data to Drive Sales	<ul style="list-style-type: none"> Measure the effectiveness and Return on Marketing Investment (ROMI) of data analysis processes Explain how one specific data analysis process would benefit an organization 	Collaborative	4
	Final Project: : Content Marketing and Data Analysis	<ul style="list-style-type: none"> Prepare short- and long-term digital marketing plans to cover the elements of content marketing and data analysis 	Individual	5
	Test Your Knowledge	<ul style="list-style-type: none"> Quiz questions assessing content knowledge based on the week's Learning Resources (i.e., readings and media) 	Individual	1.75
5	Shared Reflection: Is the Inbox the way in? The Value of E-mail Campaigns	<ul style="list-style-type: none"> Evaluation of the effectiveness of e-mail campaigns 	Collaborative	4
	Application: The Power of Search	<ul style="list-style-type: none"> Explanation as to why keyword 	Individual	4



		searches produce different results when using other search engines and devices		
	Test Your Knowledge	<ul style="list-style-type: none"> Quiz questions assessing content knowledge based on the week's Learning Resources (i.e., readings and media) 	Individual	1.75
6	Discussion: Social Media Marketing Strategies	<ul style="list-style-type: none"> Analysis of options for a company in the provided case study 	Collaborative	4
	Final Project: E-mail Marketing, Search Marketing, and Social Media	<ul style="list-style-type: none"> Prepare short- and long-term digital marketing plans to cover the elements of e-mail marketing, search marketing, and social media 	Individual	5
	Test Your Knowledge	<ul style="list-style-type: none"> Quiz questions assessing content knowledge based on the week's Learning Resources (i.e., readings and media) 	Individual	1.75
7	Shared Reflection: Mobile Marketing	<ul style="list-style-type: none"> Identify and discuss emerging trends made possible by marketing via mobile 	Collaborative	4
	Application: Current Practices in Mobile Marketing	<ul style="list-style-type: none"> Analyze a company and the range of mobile marketing strategies with which they are engaged 	Individual	4
	Test Your Knowledge	<ul style="list-style-type: none"> Quiz questions assessing content knowledge based on the week's Learning Resources (i.e., readings and media) 	Individual	1.75
8	Discussion: Digital Marketing Tools	<ul style="list-style-type: none"> Create a graphic or visual representation of how various marketing tools work 	Collaborative	4



		together to create an integrated marketing strategy		
	Final Project: E-mail Marketing, Search Marketing, and Social Media	<ul style="list-style-type: none">Develop a written overview of the short- and long-term marketing plans and a detailed presentation	Individual	10
	Individual Reflection: Personal and Professional Development Plan	<ul style="list-style-type: none">Application of Sales and Marketing in a Digital Age	Individual	5
	Test Your Knowledge	<ul style="list-style-type: none">Quiz questions assessing content knowledge based on the week's Learning Resources (i.e., readings and media)	Individual	1.75

5. HOW TO COMMUNICATE WITH THE INSTRUCTOR

You can connect directly with the Instructor through the internal messaging system in the classroom. In addition, you can share your comments about the content and/or activities with the Instructor and other students in the forum of the course. Additionally, if the Instructor deems it necessary, he or she may choose to conduct virtual tutorials to answer questions on a particular topic.

You should visit the classroom regularly to read the messages sent by peers and the Instructor to maximize your learning.

6. RECOMMENDATIONS FOR STUDY

Learning strategies

You will be studying this module through a combination of self-study and online interactions. The self-study materials introduce the full range of topics that need to be covered, although some additional detail will arise through discussion and collaboration between students and instructors. One of the strengths of an online learning course such as this is the high level of student interaction in which students are encouraged to share their own experiences online for the benefit of the others.

Each week of the module has detailed learning objectives, indicating the topics and level of competence that you should achieve on completion of that part. Assignments include Shared Reflections, Discussions, Applications, Individual Reflections, and Test Your Knowledge quizzes.

Self-study

The self-study part of the course includes interacting Learning Resources covering the themes in the course. These resources can include:



- Weekly Compass
 - Each week's theme is made up of several topics. These are introduced and explained in the Weekly Compass.
- Required Learning Resources
 - Textbook, article, handouts, and case study readings
 - Video, interactive media, and presentations
- Optional Learning Resources
 - Various resources that are highly recommended, but not required

Class interactions

You will have regular online class interaction with other students and the Instructor in order to help consolidate your understanding of theoretical concepts and to develop your skills through Shared Reflections and Discussion. The content of these online class interactions will relate to the materials covered during each week.

Primary and secondary sources

A primary source is an original document that is the first account of what happened. A research report is primary; you can tell because it will have materials and methods demonstrating how the research was done. Some creative work is also primary, such as poetry, novels, and interviews with people who experienced something firsthand. In clinical research administration, which is an evidence-based discipline, we strive to use primary research that is published in scholarly, peer-reviewed journals.

Scholarly, peer-reviewed journals publish papers by professional authors and experts in the field using a peer-review process to ensure quality before publishing. The focus of a scholarly journal is to provide accurate information for scholars and other researchers. The focus is on content rather than advertising, a direct contrast to popular media. Scholarly journals will publish both primary and secondary papers—the former usually noted as original research and the latter as reviews and commentaries. Letters to the editor may also be published, but should be recognized as opinion pieces.

Secondary sources are those extracted from the original source. These are works in which the author is interpreting and often compiling other work, and they include review articles, textbooks, fact sheets, and commentaries about a topic. News reports of original research are also included. Secondary work is more prone to error and bias than primary work because it is filtered through an additional person or persons. Review papers can be useful for gleaning information about a topic and for finding other sources from the reference list, but it is the original, primary research that should be relied on most heavily in demonstrating scholarship, depth, and validation of factual information.