

Syllabus

Digital Marketing



- **Instructor:** Tibor Farkas (FarkasT@ceu.edu – office hours: TBA)
- **Credits:** 1 (ECTS 2)
- **Term:** Fall 2020-2021
- **Course level:** [MA/MSc]
- **Prerequisites:** There are no prerequisites, but some basic marketing knowledge might be helpful. The recommended reading is: Principles of Marketing (Kotler-Armstrong).
- **Course drop:** Please check the regulation of the MS in TMI program [here](#) for the course drop policy.

1. COURSE DESCRIPTION

We will discover the latest digital trends, tools, and techniques that help companies in brand development and turning brand values to actual sales. Students will have the chance to follow real life examples from integrating digital methods into marketing plans through the campaign management to the evaluation of the results.

2. LEARNING OUTCOMES

Students will learn how to use the digital tools (Google Adwords, social media, SEO) in marketing. They will practice creating and evaluating online campaigns.

3. READING LIST

The reading pack will be available on Moodle.

4. TEACHING METHODS AND LEARNING ACTIVITIES

The course is planned to be an in-class (Face2Face) course, but will be made available online.

After covering very short theoretical concepts we will discover the practical applications of digital marketing. Learning objectives will be achieved through group assignments and individual work.

5. ASSESSMENT

Element of Assessment	Contribution to Final Grade
Active participation	20 points
Homework	40 points
Group presentations	40 points
Total	100 points

- Class Participation: Be there, listen, react, ask relevant questions, challenge, argue, express your opinion, share examples. Don't shout, interrupt, use mobile equipment, be off topic.
- Homework: participants will write a short essay on a given topic (announced on Moodle).
- Group presentation. Students have to show that they have understood the concepts of digital marketing and they can apply them. So groups will choose a product (specified by the instructor) and prepare a digital marketing plan and execution level creative elements.

Minimum passing grade: 60 points.

6. TECHNICAL/LAPTOP REQUIREMENT

Laptops (tablets) will be required on the last 3 occasions.

7. TOPIC OUTLINE AND SCHEDULE

Session	Topic	Reading (the relevant chapter will be shared on Moodle)
1	➤ Digital marketing in corporate strategy ➤ Foundations of online communication ➤ Connections to market research, branding, CRM and advertising	http://www.redandyellow.co.za/wp-content/uploads/2-Digital-Marketing-Strategy_Quirk-Textbook-5.pdf
2	➤ Website development: structure, design, content ➤ SEO (Search Engine Optimization)	eTextbook – Chapter 4
3	➤ Online advertising ➤ Affiliate marketing ➤ Google Adwords	eTextbook – Chapter 11
4	➤ Social Media ➤ Facebook and LinkedIn advertising ➤ Content marketing	eTextbook – Chapter 4, 15
5	➤ Digital marketing tools: <ul style="list-style-type: none">● E-mail● Mobile● Content ➤ Evaluation of Digital Marketing: Google Analytics	eTextbook – Chapter 16 & 17
6	➤ Creative considerations ➤ How to create appealing messages online ➤ Presentations	eTextbook – Chapter 5 & 7

8. SHORT BIO OF THE INSTRUCTOR

Tibor Farkas has over 25 years of experience in marketing (executive level). He worked as a Managing Director for McCann (GE, Nestlé, Unilever etc.), as a Business Development Director for Ernst & Young, and since 2003 he works as an independent consultant. He helps corporations in using digital marketing to achieve better business results. He has been teaching at CEU for 10 years.