

[BUS383, Digital Marketing & Analytics, Spring Semester 2019]

I. COURSE INFORMATION

Instructor: Prof. Giulia Miniero

Instructor's Email: gminiero@fus.edu

Office Hours: M TH from 2 to 4 pm at Office n 1, Kaletsch Campus

Class location: MV4

Class meeting times: M TH 10:00 – 11:15

II. COURSE DESCRIPTION

This course focuses on how Internet technology and its pervasiveness shapes the most common business and marketing practices today. This course outlines the impact of the digital revolution and how it has transformed decision-making processes in marketing including the development of relationships with clients, delivering the customer experience, the implementation of a communication campaign, and the evaluation of channel performances.

III. RATIONALE

The course is a core course in the IM Marketing major curriculum. It emphasizes the role of technology in shaping the marketing strategy of a company and it provides students with an up to date approach to designing the marketing plan of the company and measuring its performance on the market.

IV. COURSE GOALS

Through discussion of cases and lectures, the course will provide students with the tools to interpret and forecast the ever-shifting digital environment for companies in order to be able to define and set a marketing strategy

V. SPECIFIC LEARNING OUTCOMES

Students in this course will learn:

- how to monitor the digital environment of the company
- how to define a digital marketing strategy for the company in terms of goals and tools to implement
- how to measure the results of their campaign by implementing and using a performance metric dashboard for measuring results of their web campaign.

VI. REQUIRED TEXTS AND MATERIALS

Book: *"Digital Marketing. Strategy, implementation and practice"* by Chaffey, Chadwick, Pearson; 6th edition

Additionally, hand-outs, articles and cases will be used to supplement the text.

Suggested Readings will be reported on the Moodle platform . Students are expected to read the material before coming to class and to discuss the assigned materials (readings or cases).

VII. ASSESSMENT OVERVIEW

Students' understanding of the concepts covered will be evaluated through written examinations.

Students' ability to use the concepts and skills will be evaluated through written assignments and presentation, the final exam, and classroom exercises and discussion of real-world cases.

The final grade is earned according to efforts in three areas:

- 1) the ability to use and combine different concepts through exams;
- 2) the ability to apply the concepts learned to real world situations through written assignments and presentations;
- 3) the ability to pull together the concepts into a complete marketing communication program through case analysis.

Attendance and participation will also count towards the final grade as explained below.

No make-up tests are given unless there is documented evidence of a medical (or other serious) problem. Students are given time for assignments, so if they are sick the day the assignment is due, they are expected to turn it in via email or through a friend. **Because the answers are discussed in class on the due date, late papers will not be accepted.**

VIII. ASSESSMENT DETAILS

Approximately one or two chapters will be covered each week. The assigned chapters should be read prior to the beginning of each week – classes will be structured around discussion of the assigned materials, **making class participation essential and a major part of your success in the course.** In addition to materials covered in the chapters, some cases will be assigned for review and discussion. No one will be penalized for being naturally shy. However, an inability to demonstrate knowledge of the assignments and ability to comprehend/utilize the material will affect your grade.

➤ **GROUP WORK**

Students will form teams of 3 persons and work on a specific case (more detailed will be uploaded on Moodle).

Specifically, students have to complete:

- Midterm: 20%
- (individual) Google Analytics Project: 10% (more details in class)
- Group Project: 40%
- Final exam: 30%

IX. GRADING POLICIES

Final grade scale:

95-100	A
90-94.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
73-76.9	C
70-72.9	C-
67-69.9	D+
63-66.9	D
60-62.9	D-
below 60	F

EVALUATION OF YOUR WORK

I will do my best to make my expectations for the various assignments clear and to evaluate them as fairly and objectively. If you feel that an error has occurred in the grading of any assignment, you may, **within one week** of the date the assignment is returned to you, write me a memo in which you request a re-evaluation of the assignment. Attach the original assignment to the memo and explain fully and carefully why you think the assignment should be re-graded. You will get your assignment re-evaluated within one week. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative.

X. HOW TO DO WELL IN THIS COURSE (POLICIES / REQUIREMENTS)

- Do not arrive late to class or leave early.
- You are allowed to **no more of 3 absences**, inclusive of those of normal illness, before your grade is affected. For each absence above 3, your final grade will be reduced by one letter grade; i.e. an "A", will become an "A-".
- Do not use laptops or mobile phones in class (unless otherwise authorized);
- Participate, participate, participate! If you read something interesting, if an idea or a thought comes to your mind, bring it to class and discuss!
- Come to class prepared, work properly on your assignments and submit them on time. If something is not clear, consult immediately with the professor and do not wait the last second.
- Check once in a while with me if you are doing ok on the course and if you have doubts on any of the topics, come and talk to me. Do not wait last week of class for consulting me during office hours and beg for an extra credit assignment.

XI. ACADEMIC INTEGRITY: STATEMENT ON CHEATING AND PLAGIARISM

A student whose actions are deemed by the University to be out of sympathy with the ideals, objectives or the spirit of good conduct as fostered by the University and Swiss community, may be placed on Disciplinary Probation or become subject to

dismissal from the University. Cheating is a dishonest action out of sympathy with the ideals, objectives and spirit of the University. Furthermore, cheating reflects negatively on one's personal integrity and is unjust to those students who have studied.

See the Academic Catalog for full statement (page 199):

https://www.fus.edu/images/pdf/FUS_ACADEMIC_CATALOG_2018_2020_web.pdf

XII. RESOURCES AVAILABLE

Students are encouraged to use the University facilities and resources for studying, such as: WLC, Learning Disabilities, Library, etc

XIII. COURSE SCHEDULE

Monday	Jan 21	Introduction to the course "Digital Marketing Fundamentals"	Chapter 1
Thursday	Jan 24	"Digital Marketing Fundamentals"	Chapter 1
Monday	Jan 28	"Online marketplace analysis: micro environment"	Chapter 2
Thursday	Jan 31	"Online marketplace analysis: micro environment"	Chapter 2
Monday	Feb 4	"The online macro environment"	Chapter 3
Thursday	Feb 7	"The online macro environment"	Chapter 3
Monday	Feb 11	"Digital Marketing Strategy"	Chapter 4
Thursday	Feb 14	"Digital Marketing Strategy"	Chapter 4
Monday	Feb 18	Project Preparation: in class Activity	
Thursday	Feb 21	Project Preparation: in class activity	
Monday	Feb 25	Project Presentation (selected groups)	
Thursday	Feb 28	"Relationship Marketing using digital platform"	Chapter 6
Monday	March 4	"Relationship Marketing using digital platform"	Chapter 6
Thursday	March 7	Midterm	
Monday	March 25	"Delivering the online Customer experience"	Chapter 7
Thursday	March 28	Delivering the online Customer experience"	Chapter 7
Monday	April 1	"Campaign Planning for digital Media"	Chapter 8
Thursday	April 4	"Campaign Planning for digital Media"	Chapter 8
Monday	April 8	"Marketing Communication using digital media"	Chapter 9
Thursday	April 11	"Marketing Communication using digital media"	Chapter 9
Monday	April 15	"Evaluation and Improvement of digital channel performance"	Chapter 10
Thursday	April 18	"Evaluation and Improvement of digital channel performance"	Chapter 10

Thursday	April 25	“Evaluation and Improvement of digital channel performance” Review Google analytics	Chapter 10
Monday	April 29	Group Project Presentation	
Thursday	May 2	Group Project Presentation	
Monday	May 13	8,30-10,30 FINAL EXAM	

XIV. BIBLIOGRAPHY

A bibliography of all the articles and hands-out distributed in class and further material will be uploaded on moodle platform.