

# McDaniel Europe, Campus in Budapest

## DIGITAL MARKETING

**Course Code:** BUA 2103 Digital Marketing

**Professor:** Tibor Farkas

### Contact information

#### Availability

Upon request.

### Course Description and Objectives

Today there is no marketing activity without digital communication.

This course will take students from the basics of digital marketing to the actual online campaign management. We will discover the latest 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.

### Learning Outcomes

- Students can place digital marketing on the map of holistic corporate or charity marketing
- Understand the concept of online presence from websites to advertising
- Learn the basics of website creation and e-mail campaigns
- Identify the major elements of SEO (Search Engine Optimization)
- Analyze the results of the digital campaigns
- Practice content creation
- Gain practical knowledge on the use of social media tools

### Required texts

- Prerequisite: Principals of marketing
- Handouts and online sources will be made available

### Assignments & grading

Element of Assessment	Basis of Assessment	Contribution to Final Grade
Active participation	Individual	10 points
Homework	Individual	30 points
Topic presentation	Individual	20 points
Case presentations	Group	40 points
Total		100 points

- Active 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 (max. 2 pages) essay on a given topic (announced during class).
- Topic presentation: student can choose a digital marketing related topic from a list and make a short (5-10 min long) presentation
- 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.

Standard McDaniel College scale:

100+	A+
93-100	A
90-92	A-
88-89	B+
83-87	B
80-82	B-
78-79	C+
73-78	C
70-72	C-
68-69	D+
63-67	D
60-62	D-
< 60	F

### **Honor code**

You are expected without question to adhere completely to the McDaniel College academic honor code. Any violation will result in a zero for the given assignment and other possible sanctions.

### **Course policies**

You may be absent three times, no questions asked—you need not explain the cause of your absence. Following three unexcused absences, however, you will begin to lose points from your class participation grade, a grade per unexcused absence over the limit.

Do not be late—a tardy arrival will be counted as half an absence.

Use of phones and laptops are allowed for course related reasons only.

### **Discussions**

Much hinges on students' participation in discussion, including student-led discussions. On the first day of class, we will discuss the goals we have for reading and analyzing primary and secondary sources, as well as the ground rules for conducting and participating in a discussion.

## Semester schedule/topics covered

*Preliminary*

<b>Session #</b>	<b>Topic</b>
1	Welcome. Introductions. Course overview. Marketing revisited
2	The strategic perspective: marketing, marketing communications, digital marketing. Connections to market research, branding, CRM and advertising The path from the objectives to the evaluation. Digital marketing overview.
3	Website – the foundation of the digital presence. UX considerations, content, structural and creative aspects. CMS opportunities. Working with web developers.
4	E-mail marketing. Databases. GDPR. Newsletters vs. spamming.
5	SEO (Search Engine Optimization). How do people search? Factors, rules, results. Panda, Penguin, Hummingbird
6	Content marketing. Story telling and the 7 deadly sins. Assignment: content calendar
7	Customer Journey. Moments of Truth.
8	Advertising on the web. Adwords, Adsense.
9	Banners and SERP ads. Settings, keywords, ad scores Affiliate marketing Data Studio
10	Social media. Word-of-Mouth, viral campaigns, influencers Organic reach and advertising on Facebook.
11	LinkedIn, Instagram, Snapchat B2b vs B2C considerations.
12	Measurement. Google Analytics. Settings and KPIs.
13	Summary. Getting the big picture.
14	Final presentations, Farewell.