The Digital Training

Course Specification
Digital Marketing Management

Faculty: Raheel Aslam

A. Basic Information

Title: **Digital Marketing Management**

B. Professional Information

1. Overall aims of course

The objective of this course is to provide students with a more contemporary understanding of Digital Marketing Management, both from a conceptual point of view as well as its practical application in business today.

The course will take students through how media industry has evolved in last decade, what are the new avenues in media marketing and how brands should capitalize on them.

Discussions will cover the concept and principles of Digital Marketing, impact of communication on buying behavior, the role of promotional activities and tools and their influence on behavior, as well as the importance of creativity, consistency and effective resource allocations. The materials used will also provide insight into more advanced concepts of how to formulate digital strategies for various brands and how to execute them to attain measurable KPIs. Case studies will form an essential part of the pedagogy and the basis of "real-life-experience" based discussions on the subject.

2. Intended learning outcomes of course (ILOs)

a. Knowledge and understanding
1) Role of Media in Marketing.
2) Comparative analysis of various media platforms.
3) How Digital Media is transforming consumer buying behavior.
4) Digital media latest global & local stats.
5) Digital Marketing Platforms understanding.
6) Role of Social Media in Brands Marketing
7) Concept of Paid, Earned and Owned Media.
8) Integration of Digital Media with other mediums.

b. Intellectual skills
1) Enhancing the capacity for critical thinking and analysis within the business communications area.
2) Adopting a more holistic approach to marketing communications.
3) Developing new models and thought processes for specific business situations.
4) Developing Digital Marketing Strategies.
5) Implementing Content, Platform and Execution Strategies.

c. Professional and practical skills
1) How to do consumer research on digital and digging out relevant and meaningful insights.
2) Effective use of media vehicles and media research tools and techniques.
3) Interpreting Briefs and KPIs.
4) Developing strategies for various Brands.
5) Executing brand strategies on digital media.

3. Contents/ Learning Outcomes:

	Topics for Advanced Module	No. of hours	Lecture	Tutorial
1	• **Digital Strategy Process** **Learning Outcomes:** 1. Learn basics required to formulate a holistic strategy. 2. Discussion on various digital strategies developed and implemented. 3. Understanding of target groups and how companies are using various methods to dissect population. 4. Consumer research revision	1.0	1.0	
	• **How to Develop a Meaningful Brief.** **Learning Outcomes:** 1. Items required in a brief format. 2. How to fill up the brief. 3. Information necessary to be filled in for better understanding. 4. How to come up with measurable KPIs in brief. 5. Dos and Don'ts of the brief. **Pedagogy** • Input session (student centered) • Lecture with interactive discussion • Review and evaluation.	2.0	1.0	1.0

2	• **Setting Up Ambition and Big Idea** **Learning outcomes:** 1. Process of coming up with optimum ambition for a brand. 2. What roles a brand can adopt on digital media. 3. How to extract a big idea from ambition.	1.0	1.0	
	• **Platform Strategy:** **Learning Outcomes:** 1. How to develop a holistic platform strategy. 2. Integration of mobile and traditional mediums in platform. 3. Brand/user mapping on platform. 4. Setting realistic targets for owned media. 5. Coming up with platform strategies for various brands. **Pedagogy** • Lecture with interactive discussion • Input session (student centered) • Review and evaluation.	2.0	1.0	1.0
3	• **Content Strategy:** **Learning Outcomes:** 1. Why brands should have a proper content strategy. Importance of being "Always On" 2. 3. Discuss the process by which the company took the campaign idea to ensure its acceptability among a potential segment – the young office worker or executive. 4. Assess the impact of the campaign on HP and the personal computer industry.	2.0	1.0	1.0
	• **Execution Strategy** **Learning Outcomes:** 1. Understand how to develop a holistic execution strategy. 2. 5 Stage process of execution (Excite, Recruit, Engage, Endorse, Retain) 3. How to choose right mediums/platforms in each stage of execution. 4. How to complete consumer journey all the way from advertising to engagement with brand to end sales. **Pedagogy** • Lecture with interactive discussion • Input session (student centered) • Review and evaluation.	1.0 2.0	1.5	1.0 0.5
4	• **Developing & Implementing Realistic KPIs** • **Learning Outcomes:** 1. Setting up meaningful KPIs in accordance to strategy.	3.0	1.0	2.0

	2. Implementing right measuring tools for KPIs 3. How to track KPIs on daily, weekly, monthly basis. 4. How to improvise KPIs during the execution. **Pedagogy** • Interactive presentation. • Discussion and debate. • Review session (student driven).			
5	Final Exam			