

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 Covered In Basic Module	No. of hours		
		Lecture	Tutorial	
1	<ul style="list-style-type: none"> • Revisiting Marketing Communication • Introduction to Media and Digital Marketing. <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. What is Media and various types of media vehicles commonly used by brands? 2. Comparative analysis of various media vehicles efficiencies and effectiveness. 3. Role of media in brand management. 4. Overview of traditional media. 5. Overview of digital media. (local/global statistics) 6. What is ZMOT and how it is changing consumer buying behavior. <p>Pedagogy</p> <ul style="list-style-type: none"> • Lecture with interactive discussion • Input session (student centered) • Review and evaluation (student centered) 	3.0	3.0	
2	<p>Digital Media Basics.</p> <p>Learning outcomes:</p> <ol style="list-style-type: none"> 1. Understand how social media is changing marketing dynamics and how brands should act on social media. 	3.0	2.0	1.0

	<ol style="list-style-type: none"> 2. Concept of Paid, Earned and Owned media and its importance in developing brand digital ecosystem. 3. Importance of Google analytics and how to use it to track customers on your website. 4. How to take out audience insights from Facebook and how to do digital marketing over social media. 5. Role of Twitter, Pinterest and Instagram in Digital marketing. 6. Role of blogging and social book marking and how to use them to develop long term digital equities. <p>Pedagogy</p> <ul style="list-style-type: none"> • Lecture with interactive discussion • Input session (students centered) • Review and evaluation (student centered) 			
3	<ul style="list-style-type: none"> • Consumer Research and Insights <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Understand how to do consumer research over digital media. 2. How to use various online tools for research such as google ad words, google trends, Facebook marketplace ads, Facebook audience insights, social media listening tools. 3. How to take mobile growth data and how to interpret it for brands. <p>Pedagogy</p> <ul style="list-style-type: none"> • Lecture with interactive discussion • Real time tutorials. • Review and evaluation (student centered) 	3.0	2.0	1.0
4	<p>Basic Course Exam</p> <p>Exam Layout:</p> <ul style="list-style-type: none"> • MCQs on media concepts. • MCQs on digital marketing. • Practical on taking out relevant insights for a specific brand. • Presentation on Digital Media Basics. 	3.0	2.0	1.0

Timetable for Classes

Digital Marketing Management Basic Course			
Week 1	Week 2	Week 3	Week 4
5 th Sept (Sat)	12 th Sept (Sat)	19 th Sept (Sat)	26 th Sept (Sat)
Media & Types	POEM Concept	Consumer Research on Digital	Revision & Discussion
Comparative Analysis of various medium in terms of efficiency and effectiveness	Social Media Overview	Mobile Research and various types of promotion tools	Evaluation
Role of Media In Brands	How and Why to Use Social Media	How to do mobile promotion	Basic Course Exam
Overview of Traditional Mediums	Changing dynamics of Social Media	Google AdWords	
Overview of Digital Media	Building your own brand on Social Media	Google Analytics	
Concept of ZMOT	Real time promotion of your brand, How to do advertising on Social Media		
Setting up your own blog and social media pages	Case Study		