

# 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 Digital Advertising.
- 2) Understanding of Media Vehicles.
- 3) Media Planning.
- 4) Media Buying.
- 5) Implementation of Digital Advertising Strategies.

##### 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) Using Digital Advertising Platforms
- 2) Hands-on experience of using ad servers
- 3) Carryout media buying and planning
- 4) Develop proficiency in ecommerce business management.

**3. Contents/ Learning Outcomes:**

	<b>Topic</b>	<b>No. of hours</b>	<b>Lecture</b>	<b>Tutorial</b>
1	<p><b>Ecommerce Business Strategy</b></p> <p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Basic overview of Ecommerce growth and fundamentals</li> <li>2. Devising Strategies for Ecommerce businesses</li> <li>3. A look at the best cases on Ecommerce strategy</li> <li>4. Consumer research revision</li> </ol> <p><b>Pedagogy</b></p> <ul style="list-style-type: none"> <li>• Lecture with interactive discussion</li> <li>• Input session (student centered)</li> <li>• Review and evaluation.</li> </ul>	3	1.0	
2	<p><b>Advertiser Trafficking</b></p> <p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Setting up an ad campaign</li> <li>2. How to use an ad server</li> </ol> <p><b>Pedagogy</b></p> <ul style="list-style-type: none"> <li>• Input session (student centered)</li> <li>• Lecture with interactive discussion</li> <li>• Review and evaluation.</li> </ul>			

3	<p><b>Campaign Management</b></p> <p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Understanding the basics of developing a holistic digital campaign</li> <li>2. How to use several digital media vehicles for a campaign</li> <li>3. Devising strategies to develop a successful campaign.</li> </ol> <p><b>Pedagogy</b></p> <ul style="list-style-type: none"> <li>• Input session (student centered)</li> <li>• Lecture with interactive discussion</li> <li>• Review and evaluation.</li> </ul>	3	1.0	1.0
4	<p><b>Campaign Optimization</b></p> <p><b>Learning outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Understanding the importance of optimization</li> <li>2. Hands on learning experience regarding how to optimize a campaign</li> </ol> <p><b>Pedagogy</b></p> <ul style="list-style-type: none"> <li>• Case discussion</li> <li>• Input session (student centered)</li> <li>• Review and evaluation.</li> </ul>	3	1.0	
5	<p><b>Using Analytics &amp; Measurement Tools</b></p> <p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. How to use analytics tools for digital media</li> <li>2. How to use analytics tools for social media</li> <li>3. Measuring the effective of a campaign</li> <li>4. Best practices in the industry.</li> </ol> <p><b>Pedagogy</b></p> <ul style="list-style-type: none"> <li>• Lecture with interactive discussion</li> <li>• Input session (student centered)</li> <li>• Review and evaluation.</li> </ul>	3	1.0	1.0
	<p><b>Final Exam in 5<sup>th</sup> Week</b></p>			