East China Normal University

REEM 13 - Digital Marketing

Instructor: Tian Hu

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Home University: Fudan University

Semester: December 19, 2022 to January 7, 2023

Course Hour: Monday through Friday, 160 mins per teaching day;

Total Contact Hours: 64 contact hours

Credits: 4

Designated Textbook with ISBN:

eMarketing: *The essential guide to marketing in a digital world*, by Rob Stokes, ISBN 13: 9780620565158

Course Prerequisite:

Principles of Marketing

Notes: The course might be moved to online delivery due to COVID-19 pandemic. Students will be notified once such decision is made.

Course Overview

With the digital revolution, many companies are increasingly putting some of the marketing effort to digital technologies such as online advertising, social media, and mobile marketing. The course "Digital Marketing" is designed to provide insights into some of the marketing strategies using digital technologies from both quantitative and qualitative perspectives. This course will discuss several key aspects of digital marketing, including: digital products, digital platforms, online marketplace analysis, Digital marketing strategy, advertising online, social media marketing, relationship marketing using digital platforms, campaign planning for digital media, direct marketing in digital context, and evaluation of digital channel performance. The course is a mixed of interactive class sessions with lecture, case study, discussion, assignment, and group project. Students will learn strategies and methods that marketers can use to operate successfully in today's digital environment. We are going to show how digital technology has changed the traditional marketing activities. Business cases and simulations will make it possible for students to solve digital marketing problems in the real business world. Besides digital marketing fundamentals, we also introduce the marketing analytics part to show you how to understand consumer's preference, measure the marketing effectiveness, and predict the product sales. After this course, students will be able to be familiar with the basic concepts, theories, and implications in digital marketing; know some new technology underlying digital marketing strategies from the perspective of a marketing manager; develop analytical abilities to solve digital marketing problems in a real digital world; have independent assessment and evaluations of these strategies; and develop business cooperation and communication skills.

Learning Outcomes

Upon completion of this course, students should be able to:

The course 'Digital Marketing' will focus on marketing in a digital world. The course will enable students to practically apply the knowledge in a real-world digital marketing campaign. Specific objectives are as follows:

1) Students will have a good understanding of the key fundamentals of digital marketing, including: two-sided market and sharing economy, online advertising, social media, and marketing channels.

2) Students will be able to conduct basic marketing analytics, including: estimate consumers' preference, calculate advertising ROI, predict the market share, and so on.

3) Students will get their quantitative analytical skills improved, including: experimental design and regression-based analysis.

4) Students will build an integrated framework for identifying, analyzing, and solving digital marketing problems in both qualitative and quantitative ways.

5) Students will be able to provide solutions that take account of contrasting ethical standpoints.

6) Students will be proficient in oral and written communication, and be able to adapt to diverse learning environments.

Grading Scale and Notes

The following definitions will be used as a guide for the assignment of grades:

Number Grade	Letter Grade	Definitions
94-100	A	Extraordinary distinction, indicating a full mastery of course content and excellent work.
90-93	A-	
87-89	B+	Strong performance demonstrating a high level of attainment, indicating a good comprehension of the course material and the student's full engagement with the course requirements and activities.
84-86	B	
80-83	B-	
77-79	C+	Acceptable performance, demonstrating an adequate and satisfactory comprehension of the course material and the student has met the basic requirements for completing assignments and participating in class activities.
70-76	C	
60-69	D	A marginal performance in the required exercises demonstrating a minimal passing level of attainment.
0-59	F	An unacceptable performance. The F grade indicates that the student's performance has revealed almost no understanding of the course content.

Assessment Policy

Assessment	Final Grade
Individual Assignment	20%
Case Presentation	30%
Group Project	40%
Attendance	10%

Course Schedule

Date	Lecture	Reading/Assignments/Examination
Day 1	Introducing digital marketing	Reading: Chapter 1
Day 2	Online marketplace analysis: micro-environment	Reading: Chapter 2 Discuss Group Project Topic
Day 3	The digital macro-environment	Reading: Chapter 3
Day 4	Digital marketing strategy	Reading: Chapter 4 Case Presentation: Case 1
Day 5	Digital media and the marketing mix	Reading: Chapter 5
Day 6	Relationship marketing using digital platforms	Reading: Chapter 14 Individual Assignment
Day 7	Delivering the digital customer experience	Reading: Chapter 9
Day 8	Advertising online	Reading: Chapter 11, 12 Individual Assignment Due
Day 9	Social Media marketing	Reading: Chapter 17 Case Presentation: Case 2
Day 10	Campaign planning for digital media	Reading: Chapter 18 Case Presentation: Case 3
Day 11	Direct marketing in digital context	Reading: Chapter 20 Discuss Group Project Process
Day 12	Conversion optimization approaches	Reading: Chapter 7
Day 13	Marketing communications using digital media channels	Reading: Chapter 7 Case Presentation: Case 4
Day 14	Evaluation and improvement of digital channel performance	Reading: Chapter 21
Day 15	Group Project Presentation	Slides Due

Reading List:

- Case 1: Boo hoo – learning from the largest European dot.com failure

- Case 2: Social media –do celebrities call the shots?

- Case 3: Facebook – a titan of the digital age

- Case 4: Learning from Amazon's culture of metrics