



Course syllabus

Faculty of Technology

Department of Computer Science and Media Technology

4DV116 Digital Marknadsföringsstrategi, 3 högskolepoäng

Digital Marketing Strategy, 3 credits

Main field of study

Computer Science

Subject Group

Informatics/Computer and Systems Sciences

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by Faculty of Technology 2017-04-10

The course syllabus is valid from spring semester 2017

Prerequisites

Basic eligibility for studies. Bachelor degree.

Candidates that do not fulfill these prerequisites can have relevant working experience validated as prerequisite knowledge. In general, two years of relevant work experience is considered equivalent to one year of university studies at Bachelor level.

Objectives

The course aims to provide participants with the knowledge to design an integrated digital marketing strategy, as well as customer-centric marketing activities across multiple markets.

Students will learn how strategy can be translated into action and how technology can be effectively utilized to drive marketing actions and customer engagement.

Upon completion, the students should be able to:

- Define and describe the digital marketing landscape
- Develop a digital marketing strategy, integrating people, processes and technology
- Employ industry-standard analytic tools and frameworks to capture, assess, and act on large volumes of real-time data campaign data
- Utilize multiple technologies to develop and deliver targeted marketing campaigns that optimize ROI

Content

Digitalization is impacting every facet of how companies need to communicate and engage with customers at every level. To remain relevant, companies need to adopt a different approach to the traditional marketing practices and actively manage every stage of the customer journey.

An increasing number of digital technologies present marketers with both opportunities and challenges. This necessitates a rethink on how to build relevant and engaging customer experiences.

The course is organized into three modules. The initial module will focus on digital marketing strategy & planning. Module two will cover the key focus areas and technologies of digital marketing. The third module will look at integrating digital strategy and technologies to develop and implement multi-channel digital campaigns. The analysis of real-time campaign and customer data, will also be covered in this final module. The course will specifically explore key aspects related to the following questions:

- What is the new marketing challenge that has arisen out of digital disruption?
- How does digital marketing relate to customer experience (CX) management and the customer journey?
- How to select appropriate marketing technology that integrates with existing systems?
- How can organizations develop and drive targeted campaigns across markets and channels that maximizes ROI?

Type of Instruction

The course is primarily based on the flipped classroom approach with three on-site workshops.

Examination

The course is assessed with the grades Fail (U) or Pass (G).

Assessment in this course will be comprised of: written and/or oral examinations, assignments as well as mandatory seminar work. At the beginning of the course it will be decided on what types of assessment will be used.

Students who do not pass the regular examination are given the opportunity to do a re-examination shortly after the regular exam.

On request, students may have their credits translated to ECTS marks.

Course Evaluation

During the course or in close connection to the course, a course evaluation is to be carried out. The result and analysis of the course evaluation are to be communicated to the students who have taken the course and to the students who are to participate in the course the next time it is offered. The course evaluation is carried out anonymously. The compiled report will be filed at the Faculty.

Required Reading and Additional Study Material

Required literature

- Dave Chaffey & Fiona Ellis-Chadwick, *Digital Marketing*, Pearson, 2015, pp 178-246
- Adele Sweetwood, *The Analytical Marketer: How to Transform Your Marketing Organization*, Harvard Business School Press, 2016, pp 11-95
- Travis Wright, Chris J. Snook, Brian Solis, *Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience*, Wiley, 2017, pp 25-59

Online resources

- Allen Miller, Ben Vonwiller, and Peter Weed, *Grow fast or die slow: Focusing on*

customer success to drive growth, McKinsey & Co

- Dave Chaffey, Smart Insights: Digital Marketing Strategy Guide, Smart Insights
- Fredrik Lind, Dominic Field, Raj Sandhu, David Ståhlberg, Johan Eriksson, The CMO Transformation Agenda: Winning in Digital Marketing, Boston Consulting Group
- Gartner CMO Spend Survey 2016-2017, Gartner Group
- Jody Visser, Dominic Field, and Alannah Sheerin, The Agile Marketing Organization, Boston Consulting Group

Additional study material

- Damien Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page, 2016