

Course Guide

Online Media and Marketing

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Type of course: Practical

Type: International Marketing & Sales Graduation Profile

Variant: N/A

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Course Description

The internet technology has a huge impact on communication between people and on the way we do business. The process of buying and selling products, as well as providing or looking for services, has changed significantly over the past years. This development provides new opportunities for marketers. Not only to reach new and existing customers, but also to learn more about these customers through data analytics. The goal of online marketers is to attract customers to visit their property and generate revenue of these users. Furthermore, companies and organizations must track communication with the target group continuously. Based on the outcome companies and organizations must be able to quickly respond to changing demand or circumstances in the digital marketplace in order to continue business successfully and retain their customers. Knowledge of the opportunities offered by the online technology is a requirement to any modern business environment.

More specifically, e-commerce has seen a tremendous growth over the last 10 years and continues to disrupt traditional retail channels. Research shows that the growth of online transactions and expenditure of online advertising is increasing rapidly. The developments and opportunities are astounding, which can be used by online marketers to attract, engage, activate and satisfy customers.

Course Goals and Learning Objectives

The aims of this course are to give you, the participant, a working knowledge of the online marketing ecosystem. You will learn how to drive traffic to a web property using SEM and social media, analyse and interpret the analytics data on your visitors usage, optimise a landing page to increase your visitor conversion rates, and entice users back using email and social media. You will learn that online marketing is data driven marketing where ROI can be calculated much more clearly than traditional

above-the-line marketing, but also that it has limits.

Learning objectives

1. Get a grip on the online marketing ecosystem
2. Manage and interpret a Google Analytics Account
3. Manage and interpret a Google AdWords Account
4. Being able to explain the different channels that can be used: Search Engine Marketing, E-Mail marketing, Social Media Marketing, Affiliate Marketing, Display Marketing
5. Interpret web analytics data for data driven campaign decision making
6. Understand the basics of user experience and optimization
7. Plan an online marketing campaign supported by data analytics

Place in the Curriculum and Related Courses

3rd year main phase International Marketing and Sales Graduation Profile Track.

Study Burden

1EC = 28 study hours.

Online Media and Marketing is **5EC**. Participant study budget: **140 hours**.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8 - 9
	10	12	17	17	22	22	22	4
Tutorials	4	4	4	4	4	4	4	
Workblog	1	1	1	1	1	1	1	2
Google courses	3	3	3	3	3	3	3	5
Practical assignments	2	2	2	2	2	2	2	6
Develop online marketing plan			5	5	10	10	10	5
Reading and preparation		2	2	2	2	2	2	

Table: Weekly estimated study load.

Pre-requisites

None

Exemption Possibilities

None.

Didactic Forms

Tutorials, Feedback, Practical assignments

Competences

International Marketing and Sales Management (level 2)

Planning & Organising (level 2)

The ability to plan, manage, control and evaluate

The ability to pro-actively seek and (commercially) evaluate business opportunities for both new and existing products/ services.

The ability to take risks to optimise business results (profit).

Co-operation (level 2)

The ability to actively contribute to a group product or result.

Business Research Methods (level 2)

The ability to act carefully and punctually and to produce output that is literate, numerate and coherent.

personal work activities and group work in projects.

The ability to make use of relevant techniques in his activities to monitor his own performance.

Learning & Self Development (level 2)

The ability to know his strengths and weaknesses and to indicate how and when he intends to improve his weaknesses; he knows the limits of his competencies and can critically evaluate and account for his own actions, he can take criticism and put it to good use. Takes initiative and works independently.

Business Communication (level 2)

The ability to lead discussions, express his ideas, make proposals, draft reports and give presentations.

Assessment

Type of Assessment	Weighting	Min. Mark
Portfolio	60%	5.5
Online Marketing Plan	40%	5.5

Resits

Both assessments must be completed to satisfaction. Resits can be taken for either or both assessments in Term D through the following;

- You must be registered for the resit and submit your work in the exam period of Term D.
- Marketing Plan (slide deck): Individual revision of the final marketing plan

slide deck.

- Portfolio: journal: A 1,200 - 1,500 word literature review on “High Performance Teams” with a bibliography of no fewer than *ten (10)* cited academic peer reviewed journal articles.

Course Material and Literature

Digital	Recommended Books
https://www.google.com/adwords/	
http://www.google.com/analytics/	
https://login.mailchimp.com/signup (free account)	
https://learndigital.withgoogle.com/digitalgarage/	
https://moz.com/	

Course Evaluation

1. *Feedback form for students: Please take some time to give your feedback on this course. The link to the feedback survey will be provided to you in the final week of the course by email.*
2. *Feedback session/ focus group of lecturers.*