



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Digital Marketing Communication	

Academic staff	Core academic unit(s)
Coordinating: Vatroslav Škare, PhD Other:	Faculty of Economics and Business Administration, Marketing Department

Study cycle	Type of the course unit
Second	

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to-face	Autumn semester	English

Requisites	
Prerequisites: Foundations of marketing (or equivalent)	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Purpose of the course unit		
Generic competences - Ability to use acquired knowledge in practice, while working individually or in a team Subject-specific competences - Ability to analyse, summarise and use theoretical information on digital marketing communication in the era of AI - Ability to manage continuous relation between a company and its market by using digital marketing communication tools, social media and AI tools		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will know specifics of the major tools of digital marketing communications, and will understand ways of their application	Lectures, problem-based learning, analysis of guest speaker's presentation material, individual reading additional study material, course project, review of assignments, presentations, discussions	Test (questions based on lecture slides and additional reading material), course project (analysis and preparation of the output document)
Will be able to relate functions of marketing and digital communications with other functions within a company as well as with specifics of industries and business sectors		
Will be able to collect primary data, analyse business cases, identify problems and look for the creative solutions while working individually or in a team		
Will be able to apply acquired knowledge in digital marketing communication in the case analysis and in solving practical business problems		Test (questions based on lecture slides and additional reading material), course project (analysis and preparation of the output document), evaluation of in-class performance

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Digital Marketing Communication: Foundations and Emerging AI Impact	1						1	6	Course project (research work), reading of assigned scientific literature
2. Digital Media Landscape: Paid, Owned & Earned Media	1						1	10	Course project (research work), reading of assigned scientific literature
3. The New Role of the Consumer and Interaction with AI Systems	3						3	10	Course project (research work), reading of assigned scientific literature
4. Digital Communications Strategy	2		1				3	8	Course project (research work, progress review), reading of assigned scientific literature
5. Content Marketing and Generative AI	2		1				2	8	Course project (research work), reading of assigned scientific literature
6. Social Media Marketing in the Era of Synthetic Media and Identities	2		1				3	8	Course project (research work, progress review), reading of assigned scientific literature
7. Native Advertising	3						3	8	Course project (research work), reading of assigned scientific literature
8. Display Advertising and AI-powered Programmatic Media Buying	2						2	7	Course project (research work), reading of assigned scientific literature
9. PPC Advertising and AI-based Campaign Optimization	2		1				3	10	Course project (research work, progress review), reading of assigned scientific literature
10. Email Marketing and Personalization	2						2	5	Course project (research work), reading of assigned scientific literature
11. Viral Marketing and Generating Trend-aligned Content	2						2	8	Course project (research work, discussion), reading of assigned scientific literature
12. Digital Communication Performance Measurement and AI-powered analytics	2		2				4	5	Course project (research work, production), reading of assigned scientific literature
13. Social Media Storms	1		1				3	5	Course project (research work, production), reading of assigned scientific literature
Total	25		7				32	98	

Assessment strategy	Weight %	Deadline	Assessment criteria
Course project: “Digital Marketing Communication in 3 minutes” (#DMCin3minutes)	40	10 days after the last lecture	Students will work individually and their task will be to produce a approx. 3-minute-long vertical video on a chosen topic/concept in digital marketing communication. Chosen topic/concept (e.g., using influencers in marcomm, social media storms, dynamic search ads, etc.) has to be presented theoretically (by using academic sources) and practically (by using one or more examples). Students have to employ their skills and creativity to produce a dynamic and interesting video which will educate and inspire the audience. While producing a video, students have to creatively combine filmed and AI-generated content.
Written exam. (paper based or computer based)	60	5 days after the last lecture	30 closed-ended questions (valued 2 point each)
Notes			The final accumulative grade consists of written exam and the course project: • 95-100% - 10 (maximum grade) • 85-94% - 9 • 75-84% - 8 • 65-74% - 7 • 55-64% - 6 • 45-54% - 5 • Less than 45% - unsatisfactory, not meeting minimum requirements of the course (4, 3, 2, 1) Retaking the exam as an external student is not possible.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Red & Yellow	2022	eMarketing: The essential guide to marketing in a digital world	7 th Edition	Red & Yellow
Recommended reading				
Rydén, P., Hossain, M. I., Kottika, E., & Skare, V.	2021	Social media storms: Empowering leadership beyond crisis management	1 st Edition	Routledge