



### Course unit description

Course unit title	Course unit code
Digital Marketing Communication	

Lecturer(s)	Department where the course unit is delivered
Coordinator: Vatroslav Skare, PhD Other lecturers:	Faculty of Economics and Business Administration, Marketing Department

Cycle	Level of course unit	Type of the course unit
Second		

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

Prerequisites
Foundations of marketing (or equivalent)

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

Purpose of the course unit: programme competences to be developed		
<b>Generic competences</b> 1. Ability to use acquired knowledge in practice, while working individually or in a team <b>Subject-specific competences</b> 2. Ability to analyse, summarise and use theoretical information on digital marketing communication 3. Ability to manage continuous relation between a company and its market by using digital marketing communication tools and social media		
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

Course content: breakdown of the topics								Assignments
	Lectures	Tutorials	Seminars	Laboratory work	Internship/work placement	Contact hours	Individual work	
1. Introduction to Digital Marketing Communication	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. New Role of the Consumer in Digital Environment	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	2		1			2	8	Course project (research work), reading of assigned scientific literature
6. Social Media Marketing	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	2					2	7	Course project (research work), reading of assigned scientific literature
9. PPC Advertising	2		1			3	10	Course project (research work, progress review), reading of assigned scientific literature
10. Email Marketing	2					2	5	Course project (research work), reading of assigned scientific literature
11. Viral Marketing	2					2	8	Course project (research work, discussion), reading of assigned scientific literature
12. Digital Communication Performance Measurement	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
<b>Total</b>	<b>25</b>	<b>0</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>32</b>	<b>98</b>	

Assessment strategy	Weight, %	Assessment criteria
Course project: #DMCin3minutes	40	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.
Written exam. (paper based or computer based)	60	30 closed-ended questions (valued 2 point each)
Notes		<p>The final accumulative grade consists of written exam and the course project:</p> <ul style="list-style-type: none"> <li>• 95-100% - 10 (maximum grade)</li> <li>• 85-94% - 9</li> <li>• 75-84% - 8</li> <li>• 65-74% - 7</li> <li>• 55-64% - 6</li> <li>• 45-54% - 5</li> <li>• Less than 45% - unsatisfactory, not meeting minimum requirements of the course (4, 3, 2, 1)</li> </ul>

Author	Publi shing year	Title	Issue No or volume	Publishing house or Internet site
<b>Required reading</b>				
Red & Yellow	2022	eMarketing: The essential guide to marketing in a digital world	7 <sup>th</sup> Edition	Red & Yellow
<b>Optional reading</b>				
Rydén, P., Hossain, M. I., Kottika, E., & Skare, V.	2021	Social media storms: Empowering leadership beyond crisis management	1 <sup>st</sup> Edition	Routledge