POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR:	2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	Digital marketing and advertising			
1.2 Study program/s	Graduate professional study Management of tourism and sports			
1.3 Course status (O,E)	Obligatory	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	30
1.5 Course abbreviation	DMO		Seminars	
1.6 Semester	V.		E-learning	
1.7 ECTS	5	1.7 Place and time of instruction	The premises of Polytechnic of Medjimurje in Cakovec, according to schedule published on web pages	

2. TEACHING STAFF

2.1 Course leader/s-title	Andrijana Kos Kavran, PhD, Senior Lecturer Sanja Brekalo, PhD, High School Professor	contact	akos@mev.hr sbrekalo@mev.hr
		contact	
2.2 Assistant/s- title		contact	
		contact	
2.3 Instruction held by-title		contact	

3. COURSE DESCRIPTION

3.1 Course goals	After completing the course the student will be able to understand the functioning of different digital channels, their advantages and integration possibilities. By completing this course, students will acquire practical knowledge on how to create and implement a digital campaign, select channels depending on the target user and evaluate the results of the campaign.
3.2 Prerequisites	None.
3.3 Course outcomes	After successfully completing the course, students will be able to: O1 - Explain the process of creating a digital campaign and identify the specifics of websites, Google Ads, Google Analytics, YouTube and Instagram social networks. O2 - Explain the mix of social networks (Facebook, Twitter, LinkedIn) and other digital channels (E-mail, mobile advertising and In-game) for advertising performance based on their values and amount of reach and critically evaluate selected advertising channels in relation to ethical and legal frameworks and default norms for the digital campaign as a whole. O3 - Choose the best digital advertising option using different channels, evaluate the results at the level of each channel of the digital campaign. O4 - Design a complex and multi-channel advertising campaign within the digital marketing plan for the selected company.
3.4 Course content	The course presents content related to digital marketing channels with application to different organizations. The teaching units present contents related to the digital marketing strategy and plan, websites and social networks.

3.5 Types of coursework	x	Lectures	x	Exercises	x	Blended e-learning	x	Individual activities		Laboratory
		Seminars and workshops		Distant learning		Field classes		Multimedia and network		Mentorship
		Other								

3.6 Language of instruction	Croatian/English

3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	1	Class attendance	1	Seminars		Essay
	1	Class activity	1	Project		Report/paper
		Midterm exams		Practical task		Continuous knowledge check
	2	Written exam		Experimental work		
		Oral exam		Research		

3.8 Assessment and evaluation of students' work during classes and at the final exam

Activity specification	Percent %	Points
Assessment during instruction		
Midterm exam 1	30%	30
Midterm exam 2	30%	30
Exercises	7%	7
Project	30%	30
Class activity	3%	3
Exam assessment for the students who failed to fullfil all the obligatory requirements during the semester		
Written exam	*60%*	*60*
Total:	**100%**	**100**

3.9 Assessment criteria – analysis per learning outcomes

Ways of evaluating learning outcomes					
	Mid-term exam 1	Mid-term exam 2	Exercises	Project	Total
Outcome 1	30				30
Outcome 2		30			30
Outcome 3			7		7
Outcome 4				30	30
Outcome not-related			3		3
Total	30	30	10	30	100

Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)

Points   Grade
91 – 100   excellent (5)
81 – 90   very good (4)
66 – 80   good (3)
51 – 65   pass (2)
 0 – 50   fail (1)

3.10 Specific features related with taking the course

If a student collects 50% of the points of each outcome, he / she directly takes the exam, if he / she has submitted a seminar paper. A student cannot access the exam if he / she has not submitted a seminar paper. Seminar papers are prepared according to the instructions published on the Merlin system and are submitted by posting on the Merlin. The seminar paper should be submitted at least 3 days before the exam deadline.

3.11 Students obligations	Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam. Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.
3.12 Written assignments	Seminar papers should be computer written and must have a minimum of 10-15 pages of text (Times New Roman, font 12), and an adequate title page, content and marked pages.

3.13 Required reading	1.	Ružić, D., Biloš, A., Turkalj, D. (2014): E-marketing, III. izmijenjeno i prošireno izdanje, Sveučilište Josipa Jurja Strossmayera u Osijeku, Ekonomski fakultet u Osijeku, Osijek.
	2.	Ryan, D. (2014): Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited, London, UK.
	3.	Course notes.
3.14 Additional reading	1.	Chaffey D., Ellis-Chadwick F. (2012): Digital Marketing, Pearson Education Limited, Essex, UK.
	2.	

4 ADDITIONAL COURSE INFORMATION

4.1 Quality control	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.
4.2 Contact the teacher	Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.
4.3 Information about the course	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.

4.4 Course contribution to the study program	- Critically evaluate arguments, assumptions and data in order to form opinions and contribute to solving the problem. - Present information, ideas, problems and solutions to the professional and general public. - Determine the way organizations operate in a changing market environment.

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

LECTURES

Hours	Topic and description	Method • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes…	Learning outcomes	Course outcome
1.	Introduction to digital marketing	Direct teaching (lecture, instruction, pp presentation)	Explain the basic concepts in digital marketing	O1
2.	Market analysis for digital marketing, micro and macro environment	Direct teaching (lecture, instruction, pp presentation), discussion	Identify macro and micro factors influencing a digital marketing campaign	O1
3.	Digital marketing strategy, the impact of digital media and technology on the marketing mix	Direct teaching (lecture, instruction, pp presentation), case study	Identify different segments on the Internet and choose the best	O1
4.	Web pages	Direct teaching (lecture, instruction, pp presentation), case study	Evaluate elements of the website that affect the positioning of the website in search engines	O1
5.	The importance of measuring indicators of a successful campaign	Direct teaching (lecture, instruction, pp presentation), discussion	Create an advertising digital campaign	O1
6.	Google Analytics	Direct teaching (lecture, instruction, pp presentation), case study	Distinguish different aspects of evaluating the performance of a created website	O1
7.	Advertising on the Youtube platform	Direct teaching (lecture, instruction, pp presentation), case study	Distinguish different aspects of evaluating the performance of a YouTube campaign	O1
8.	Advertising on Instagram	Direct teaching (lecture, instruction, pp	Create an Instagram business	O1

		presentation), discussion	profile and make a schedule of posts	
9.	Facebook advertising	Direct teaching (lecture, instruction, pp presentation), discussion	Distinguish different aspects of evaluating the success of a Facebook campaign	O2
10.	Advertising on Twitter and LinkedIn	Direct teaching (lecture, instruction, pp presentation), discussion	Distinguish between different aspects of campaign performance evaluation on Twitter and LinkedIn	O2
11.	Email advertising	Direct teaching (lecture, instruction, pp presentation), discussion	Create an e-mail advertising campaign using automated tools	O2
12.	Mobile advertising	Direct teaching (lecture, instruction, pp presentation), discussion	Recognize different forms of advertising on mobile devices	O2
13.	In game advertising (IGA)	Direct teaching (lecture, instruction, pp presentation), discussion	Identify different forms of advertising within computer games	O2
14.	Other ways of advertising	Direct teaching (lecture, instruction, pp presentation), discussion	Identify various non-standard forms of advertising on the Internet	O2
15.	Rules and the future of digital advertising	Direct teaching (lecture, instruction, pp presentation), discussion	Assess the limitations of using the Internet in advertising	O2
EXERCISES/ SEMINARS				
Hours	**Topic and description**	**Method** • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes...	**Learning outcomes**	**Course outcome**
1.	Analysis of user behaviour on the Internet	Case study	Identify different patterns of user behaviour on the Internet	O1
2.	Creating a digital marketing strategy	Discovery learning (individual, lead, discussion)	Develop a digital strategy for the selected economic entity using various	O1, O3

			tools for analysis of competition, market trends, planning activities and defining goals	
3.	Creating a digital marketing strategy	Discovery learning (individual, lead, discussion)	Develop a digital strategy for the selected business entity with the selection of advertising channels. Create content and ads.	O1, O3, O4
4.	Website design	Group learning, discussion, individual work	Create effective websites, structure information on the page using SEO and SEM	O1, O3
5.	Advertising on Google Ads	Group learning, discussion, individual work	Understand the basics of the Google Ads interface. Create and set up a Display Network campaign. Create Display Network ads	O1, O3
6.	Using Google Analytics	Group learning, discussion, individual work	Analyze the traffic on the Internet site and the set campaign. Create special reports and import ready-made reports	O1
7.	Setting up a YouTube channel	Individual discovery learning, discussion, group learning	Create and set up a YouTube channel. Connect the channel with social networks (Facebook and Twitter). Post a YouTube ad. Link a YouTube channel to a Google Ads account. Create a video campaign, optimize your campaign, and run a report	O1, O3, O4
8.	Creating an Instagram business profile	Individual discovery learning, discussion, group learning	Create and set up an Instagram business profile. Manage user privileges. Create a	O1, O3, O4

			campaign and ad, optimize your campaign, and analyse your followers.	
9.	Midterm exam 1			
10.	Creating a Facebook page	Individual discovery learning, discussion, individual work	Create and set up a Facebook page. Manage user privileges. Create a campaign and ad. Analyse audience and optimize campaign.	O2, O3, O4
11.	Setting up Twitter and LinkedIn profiles	Individual discovery learning, lead discovery learning, group learning, discussion	Create a Twitter profile. Analyse the campaign. Create LinkedIn Pages. Create posts and optimize.	O2, O3, O4
12.	Creating an email campaign	Lecture, discussion, individual work	Create an e-mail campaign using e-mail marketing tools, analyse the success of e-mail campaigns	O2, O3
13.	Set up a mobile Google Ads campaign	Lecture, discussion, individual work	Create a Google Ads mobile campaign, set goals, and analyse results	O2, O3
14.	IGA efficacy analysis	PP presentation, lecture, discussion	Analyse the effectiveness of IGA	O2
15.	Midterm exam 2			