

Course Title	<b>Introduction to Digital Marketing</b>			
Course Code	<b>MBAD 100</b>			
Course Type	<b>COMPULSORY FOR THE CONCENTRATION (ELECTIVE)</b>			
Level	<b>MASTER</b>			
Year / Semester	<b>YEAR 2 / SEMESTER 5 or 6</b>			
Teacher's Name	<b>Thomas Photiadis</b>			
ECTS	<b>6</b>	Lectures / week	<b>3</b>	Laboratories / week
Course Purpose and Objectives	The course aims to make students aware of the main aspects of the planning and operating of digital marketing activities. Additionally, the course aims to demonstrate how the available analytical models and strategies of traditional marketing might be applied to digital marketing planning to produce superior marketing performance. It also aims to make students aware of the importance of digital marketing, internet and other technologies for the successful operations of the marketing strategies of an organization.			
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Identify and critically describe the digital marketing environment.</li> <li>▪ Identify and describe the principles that influence the digital marketing strategies.</li> <li>▪ Understand and critically describe the differences of consumer behaviors online.</li> <li>▪ Critically analyze, evaluate and deal with the new trends and needs of internet marketing.</li> <li>▪ Identify and describe the competitive advantage of digital marketing activities.</li> <li>▪ Critically describe customer trends and needs.</li> <li>▪ Fully evaluate the available strategies for targeting and positioning.</li> <li>▪ Critically describe and apply some of the main tools that are available to marketing managers in successfully producing an digital marketing plan.</li> </ul>			
Prerequisites	<b>ALL COMPULSORY COURSES</b>	Required	NONE	
Course Content	<ul style="list-style-type: none"> <li>• Past, present, and future</li> <li>• Strategic digital marketing and performance metrics</li> <li>• The digital marketing plan</li> <li>• Global digital market3.0</li> <li>• Ethical and legal issues</li> <li>• Digital marketing research</li> </ul>			

	<ul style="list-style-type: none"> <li>• Connected consumer online</li> <li>• Segmentation, targeting, differentiation, and positioning strategies</li> <li>• Product: The online offer</li> <li>• Price: The online value</li> <li>• The internet for distribution</li> <li>• Digital marketing communication: Owned media and paid media</li> <li>• Customer relationship management</li> </ul>								
Teaching Methodology	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and multimedia implementation.</p> <p>Delivery Session: a series of 15 weekly 3 hours sessions (include revision week and exams) will take place. Every week a specific theme will be analyzed and discussed.</p>								
Bibliography	<p>Required Textbook(s):</p> <p>Strauss, J. &amp; Frost, R.&amp; Fox, A. (2019). E-Marketing (8th edition) Routledge.</p> <p>Recommended Reading:</p> <p>EBSCO E library <a href="https://search.ebscohost.com">https://search.ebscohost.com</a></p> <p>Chaffey, D. &amp; Smith, P. R. (2017). E marketing excellence: Planning and optimizing your digital marketing (5th Ed.). Routledge.</p> <p>Saeger, A. de. (2015). The Long Tail Theory for Business: Find Your Niche and Future-proof Your Business (1st edition) Lemaitre Publishing</p> <p>Laudon, K. &amp; Laudon, J. (2018). Management Information Systems: Managing the digital firm (15th edition). Pearson</p>								
Assessment	<table> <tr> <td>40%</td> <td>Final Exam</td> </tr> <tr> <td>20%</td> <td>Mid-term / Tests</td> </tr> <tr> <td>30%</td> <td>Projects &amp; Assignments</td> </tr> <tr> <td>10%</td> <td>Attendance &amp; Participation</td> </tr> </table>	40%	Final Exam	20%	Mid-term / Tests	30%	Projects & Assignments	10%	Attendance & Participation
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Language	English								