

COURSE OUTLINE

(1) GENERAL

SCHOOL	Science and Technology		
ACADEMIC UNIT	Science and Technology		
PROGRAMME OF STUDIES	MSc in e-Business and Digital Marketing		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE		SEMESTER	1
COURSE TITLE	Digital Marketing		
COURSE TYPE <i>Elective, compulsory</i>	Compulsory		
INSTRUCTOR(S)	Dr. Aikaterini Tzafilkou		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
TEACHING ACTIVITIES BREAKDOWN	WEEKLY HOURS		
Theory	3		
Recitation			
Lab			
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special background		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	https://www.ihu.gr/ucips/postgraduate-programmes/ebusiness		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>On completing the course, the student will be able to:</p>

1. Understand the principles of managing the relationship between consumers and products or services for the purpose of increasing sales and improving advertising techniques.
2. Understand the main Web Technology Ecosystem
3. Build from scratch a business-oriented website/e-shop
4. Create an effective Digital Promotion Plan by enhancing web business tools such as, PPC (Pay Per Click) advertising, SEO (Search Engine Optimization).
5. Engage customers and growing the contact list with EM (Email Marketing).
6. Conduct competitor analysis and online market research

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision Making
- Teamwork
- Production of free, creative, and inductive thinking

(3) SYLLABUS

The course introduces fundamental concepts and tools of Search Engine Optimization and PPC Marketing Campaigns, as well as website development, Email marketing and current trends in the Digital Marketing landscape. The topics include:

- The foundations of Web, HTML Basics for SEO, and the WordPress CMS (Website Development/Content Optimization/Testing/Performance Optimization -tools and approaches)
- The Google Algorithms and Search Engines - Crawling & Indexing
- Organic & Paid Digital Marketing
 - Business SEO trends, Technical SEO (HTML), Content SEO (Readability), Mobile SEO - Tools and approaches.
 - Google Ads & PPC Marketing
- Email Marketing and A/B Testing
- Gamified Campaigns and Augmented Reality in Marketing

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Hybrid: Face to face and synchronous distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT in Teaching During the educational process, various tools and platforms are used, along with the material available at the e-learning platform. The hybrid teaching method involves synchronous learning with the support of the videoconferencing tool Zoom.

	<p>Students are taught a variety of tools related to the course content and material.</p> <p>Use of ICT in Communication with students</p> <ul style="list-style-type: none"> • The course material (slides, scientific articles, exercises, etc.) is posted on the course page at the e-learn platform (Moodle). • Use of Moodle Forums announcements. • Live video meetings via Zoom/Teams. • Contact via email. 																							
<p>TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, recitation, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1"> <thead> <tr> <th data-bbox="730 562 1193 591"><i>Activity</i></th> <th data-bbox="1198 562 1437 591"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td data-bbox="730 598 1193 627">Lectures</td> <td data-bbox="1198 598 1437 627">30 hrs.</td> </tr> <tr> <td data-bbox="730 633 1193 663">Recitation</td> <td data-bbox="1198 633 1437 663"></td> </tr> <tr> <td data-bbox="730 669 1193 698">Lab</td> <td data-bbox="1198 669 1437 698"></td> </tr> <tr> <td data-bbox="730 705 1193 734">Project</td> <td data-bbox="1198 705 1437 734">18 hrs.</td> </tr> <tr> <td data-bbox="730 741 1193 770">Exams</td> <td data-bbox="1198 741 1437 770">2 hrs.</td> </tr> <tr> <td data-bbox="730 777 1193 806">Non-Directed Study</td> <td data-bbox="1198 777 1437 806">80 hrs.</td> </tr> <tr> <td data-bbox="730 813 1193 842"></td> <td data-bbox="1198 813 1437 842"></td> </tr> <tr> <td data-bbox="730 848 1193 878"></td> <td data-bbox="1198 848 1437 878"></td> </tr> <tr> <td data-bbox="730 884 1193 913"></td> <td data-bbox="1198 884 1437 913"></td> </tr> <tr> <td data-bbox="730 920 1193 949">Course total</td> <td data-bbox="1198 920 1437 949">130 hrs.</td> </tr> </tbody> </table>		<i>Activity</i>	<i>Semester workload</i>	Lectures	30 hrs.	Recitation		Lab		Project	18 hrs.	Exams	2 hrs.	Non-Directed Study	80 hrs.							Course total	130 hrs.
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<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students</i></p>	<p>Language of Evaluation: English</p> <p>Evaluation Procedure:</p> <ul style="list-style-type: none"> • Written Exams (70%). Methods of evaluation: <ul style="list-style-type: none"> ○ Open-ended questions ○ Case studies ○ Multiple choice questions (on lab material) • Group project (30%): <ul style="list-style-type: none"> ○ Developing a business/product idea, website development, SEO and PPC strategy design <p>The evaluation procedure is announced to the students during the first lecture and is also accessible at the e-learn platform throughout the entire semester.</p>																							
<p>STUDENT OBLIGATIONS</p> <p><i>Compulsory attendance of lectures, labs, recitations, compulsory participation in midterms, exams, compulsory delivery of homework, projects, etc.</i></p>	<ul style="list-style-type: none"> • Compulsory attendance of lectures • Compulsory participation in the exams • Compulsory delivery of project 																							

(5) ATTACHED BIBLIOGRAPHY

- Suggested Textbooks

1. Digital Marketing Strategy: An integrated approach to online marketing 2nd edition (2019)
Author: Simon Kingsnorth
2. What Is SEO? Search Engine Optimization 101. (2017) Author: Dan Kerns (free eBook in Google Play)
3. Games and Gamification in Market Research. Increasing consumer engagement in research for business success. (2018). Author: Betty Adamou, Publisher: Kogan Page Limited, UK <https://g.co/kgs/GUutZQ>

- Additional Bibliography:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation
Paperback – by Damian Ryan
2. Marketing in the Age of Google: Your Online Strategy IS Your Business Strategy, Vanessa Fox