

<b>Identification</b>	<b>Subject (Code, title, credits)</b>	<b>MKT 470 Digital Marketing 3KU credits (6ECTS)</b>
	<b>Department</b>	Economics and Management
	<b>Program</b>	Undergraduate
	<b>Term</b>	Spring 2023
	<b>Instructor</b>	Hamid Alizade
	<b>E-mail:</b>	<a href="mailto:hamid.alizade@khazar.org">hamid.alizade@khazar.org</a>
	<b>Classroom/hours</b>	Bashir Safaroghlu 122, Baku Azerbaijan, Saturdays
	<b>Office hours</b>	Upon contact
<b>Prerequisites</b>	<b>MKT 301 Principles of Marketing</b>	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Compulsory	
<b>Required textbooks and course materials</b>	<p>Digital Marketing: A Practical Approach 3rd Edition Alan Charlesworth Routledge 3<sup>rd</sup> edition, 2018</p> <p>eMarketing: The Essential Guide To Digital Marketing Author: Rob Stokes 4<sup>th</sup> edition 2011</p> <p>Lecture notes and readings will be provided in class or will be uploaded</p> <p>Recommended: Google Academy online platform, Facebook Blueprint eLearning</p> <p>The Course will be taught using PowerPoint slides. At the end of every week, slides will be available at Microsoft Teams. The slides are mostly based on textbook. However, on PowerPoint slides, there will be some information which is not available on the book. Therefore, I highly recommend attending class every week and studying slides before exams and project.</p>	
<b>Course outline</b>	<p>Digital marketing is an exciting area of marketing practice. In this course, we will cover what, why, and how of major current approaches, including search engine optimization, website analytics, search and display ads, email marketing, social media, and online listening/monitoring. The course is designed to get you to think like a digital marketing professional, and to give you experience with industry-relevant hands-on assignments and exercises. Central to the hands-on orientation of the course is a client project. You will work in a small group with a local company on their digital marketing efforts.</p>	
<b>Course objectives</b>	<p>This course has two main objectives: 1. Students will gain industry background knowledge to knowledgeably navigate Internet Marketing topics including online advertising, search, social media, and online privacy. 2. Students will learn to quantitatively and qualitatively evaluate an experiment to measure the effectiveness of business decisions and online advertising effectiveness in particular. Students will also gain knowledge to design and implement an experiment.</p>	
<b>Learning outcomes</b>	<p>Upon successful completion of this course, students will:</p> <ul style="list-style-type: none"> <li>• Assess the impact of digital technology on the practice of marketing.</li> <li>• Analyze the use of different forms of digital marketing in the development of an online presence.</li> <li>• Develop a plan for marketing a product of business online.</li> <li>• Integrate social media tools into a marketing communications strategy.</li> </ul>	
<b>Teaching methods</b>	<b>Lecture</b>	X
	<b>Group discussion</b>	X
	<b>Case analysis</b>	X

		Others	X
Evaluation	Methods		Percentage (%)
	Midterm Exam		30
	Attendance		5
	Activity		5
	Assignments		10
	Project		10
	Final Exam		40
	Total		100
Policy	<b>Zero Tolerance of Cheating &amp; Plagiarism.</b> Attendance and punctuality are basic requirements. Beyond this each students’ quality and frequency of contribution to the class discussion will be assessed. Missing classes with affect your final grade. <b>Assignment-Project:</b> There will be presentations or a project. A situation will be given to students, a leader will be chosen. They will analyze the situation according to knowledge they learned. If it is a presentation the work of the group will not only graded based on the job they did, but also how they were successful to work as a team. If it is a project, it will be graded individually. <b>Activity and attendance:</b> Students will be assessed on the following: Knowledge and comprehension of the topics specified in the syllabus; Application of knowledge to challenges and issues within local and international situations; Analysis of problems, issues, and situations by making valid inferences, organizing ideas, and developing a framework of understanding of the subject;		
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/ Assignments
1		Principles of Digital Marketing	CH 1 Digital Marketing
2		Search Engine Marketing	CH 2 Digital Marketing
3		Search Engine Optimization	CH 3 Digital Marketing
4		Pay Per Click Advertising	CH 4 Digital Marketing
6		Display Advertising (part 1)	CH 5 Digital Marketing
7		Display Advertising (part 2)	CH 5 Digital Marketing
8		Email Marketing	CH 6 Digital Marketing
9		Midterm	

10		Social Media	CH 7 Digital Marketing
11		Social Media Marketing (part 1)	CH 7 Digital Marketing
12		Social Media Marketing (part 2)	CH 7 Digital Marketing
13		Mobile Marketing	CH 8 Digital Marketing
14		Digital Analytics <b>Assignment</b>	CH 9 Digital Marketing
15		Google Analytics/ <b>Project</b>	CH 10 Digital Marketing
		<b>Final Exam</b>	