



## **Course Syllabus**

### **Internet Marketing – ME2094**

**ECTS Credits: 7.5**

Royal Institute of Technology (KTH) – 2023

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#### **Course description and main content**

This course will cover the foundations of Internet marketing, theories and tools, strategies and programs, and methods to evaluate performance and opportunities. This course will stress the critical importance of digital technology and sustainability in reframing marketing decision-making for today's businesses. Topics include search engine optimisation, web marketing, video marketing, email marketing, mobile marketing, microblogging, social networking and viral marketing. Students will also explore how to maintain an effective web presence. Consideration will also be given to ethical issues associated with online privacy and security.

- Introduction to e-marketing
- Theories of electronic marketing and consumers
- Social networking marketing
- Designing digital experience
- Traffic building and electronic customer relationship management (e-CRM)
- Managing digital marketing
- Digital marketing plan

#### **Learning outcomes**

Upon completion of this course, students should be able to:

- Analyse different digital marketing solutions and applications.
- Apply theories in Internet marketing and use tools, strategies and programs to evaluate marketing results/performance and analyse opportunities/alternatives.
- Apply marketing functions of the product, pricing, distribution, and marketing communication through different digital platforms
- Design an appropriate marketing plan through a digital platform for an existing company.

- Design different marketing strategies for digital media.

## Teaching Philosophy

My teaching philosophy is that of learner-centred *teaching*, which means:

- Content is used and not just covered
- Learners take responsibility for their learning
- The professor is the facilitator and guide
- Students participate in groups
- Students teach others what they have learned
- Students participate in self-assessment
- All must be prepared (Weimer 2002).

## Digital Support (Canvas)

Additional course-related material and information will be made available in a course room in Canvas for students registered for the course.

## Language

The course will be delivered in English, including any oral presentations, discussions and all written material.

## Participants' Responsibilities

- Every student is expected to provide an input of not less than **200 working hours** for this course.
- Students are expected to study related chapters and selected cases in advance.
- Learning to work in a team is essential. Students are responsible for and expected to participate in their respective team's activities. **Failing to participate in team activities will affect your grade!**
- Plagiarism will be dealt with following the University rules. Any copying or unethical use of sources may lead to severe disciplinary actions.
- Students are required to engage and actively participate during the lectures and seminars.

## Examination adapted to students with special needs

- The following applies to students with functional variations who have a statement from KTH's FUNKA unit on recommended support measures during examination:
  - Support measures under code R (i.e., adjustments relating to space, time, and physical circumstances) are granted by the examiner
  - Support measures under code P (i.e., pedagogical measures) are granted or rejected by the examiner after the student has contacted the examiner following KTH's rules. Usually, support measures under code P will be granted.

## Course Structure

This course will be based on lectures, case studies (group assignments), and project work (group assignments), as described in the course schedule on page 6.

This course contains *lectures* covering 1) Digital marketing fundamentals, 2) Digital Marketing Strategy Development, 3) Digital marketing implementation and practice, and 4) Designing a digital marketing plan. This will provide a sound base for a better understanding of digital marketing.

The *case studies* (group assignments) allow students to learn how to use a systematic analytic approach to define Digital Marketing problems and develop alternative solutions. The case method places the students in a simulated business environment. When solving the cases, the presenting team will adopt the role of a consultant team. At the same time, the remaining students will act as owners/members of the company's executive group in focus.

The case study involves students working in teams of five and learning to interact with other students, an essential part of this course. Each group will be assigned one case study to solve. Case studies will be provided during week 46 and presented and discussed in seminars following the course schedule on page 6.

Each team will be assigned one case study to solve, which they will present and discuss during the seminar sessions (Maximum 20-minute presentations). The focus should be on the different sections of the case study, including some possible alternatives. The PPT/PDF of the presentation should be uploaded on Canvas before the case study seminar.

***Students are responsible for reporting the group members on Canvas by the end of week 45.*** Every team member is expected to participate in group discussions.

***Project work*** (group assignment) consists of students working in the same teams as the case study. This assignment will allow students to write a Digital Marketing Plan for a local/international company. Each group should submit a written report on Canvas by ***Friday, December 22<sup>nd</sup>, at noon.***

## **Literature**

- *Textbook 1*: “Digital Marketing strategy, implementation and practice” by Dave Chaffey and Fiona Ellis-Chadwick, eighth Edition, Publisher: Pearson Education
- *Textbook 2*: “Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing” by Dave Chaffey and PR Smith, Fifth Edition, Publisher: Routledge
- *Source of cases*: Will be announced during class

## **Activity**

- INL1: Grade of Case Study presentation, PPT and active participation, 3.0
- INL2: Project Work (Digital Marketing plan), 4.5

## **Grading criteria**

The following provides points of reference for the grading of the INL1 and INL2, which will be graded A to F (A to E passed, F failed):

**E** The student should be able to translate a problem from digital marketing into an appropriate set of concepts and apply concepts, frameworks and theoretical insights from the course's primary content to discuss strategic implications of internet marketing actions and changes in the firm's environment

**C** In addition to the above requirements, the student should be able to apply concepts, frameworks and theoretical insights from the course's primary content to analyse complex strategic problems.

**A** In addition to the above requirements, the student should be able to independently combine insights from different parts of the course to provide sound managerial advice regarding complex strategic challenges.

The grading of the course will be based on two types of examination activity:

- Assignments must be successfully completed to be graded A-F on examination moment INL1 for the first three learning outcomes.
- Assignments must be successfully completed to be graded A-F on examination moment INL2 for the last two learning outcomes.

The final grade is based on the results from INL1 and INL2 according to the following scheme:

		INL2				
		A	C	E	FX	F
INL1	A	A	B	D	FX	F
	C	B	C	D	FX	F
	E	C	D	E	FX	F
	FX	FX	FX	FX	F	F
	F	F	F	F	F	F

### Written Case Study Report

There is no unique format. However, each team should focus on explaining, motivating, establishing logical connections, etc. Grading will depend on the report's usability from a decision-maker's perspective. This necessitates the ability of those presenting to communicate, motivate and provide logical justifications for the most pertinent issues.

As a guideline, the following sections need to be included in the written report:

- ✓ **Background:** This section should provide the reader with an understanding of the critical issues of the situation and shall therefore be an extraction of the relevant issues described in the case. All information about the condition later used in the report must be included, while non-relevant details should be excluded.
- ✓ **Situation analysis:** Based on the description given in the background, this section should include the use of appropriate theory, models and calculations for analysing the situation. Wherever possible, measures should be used to support verbal analysis. Any use of

theory, models and calculations that do not contribute towards a better understanding of the situation should not be included.

- ✓ **Problem definition:** Based on the outcome of the analysis, this section should focus on defining the problem(s) that need to be handled. Care should be taken to distinguish between short and long-term issues.
- ✓ **Alternatives:** This section should contain alternative solutions (activities) for handling the defined problem(s), including any advantages and disadvantages of every option. Students are also expected to demonstrate a good understanding of trade-offs and their implications and the feasibility of the proposed alternatives. However, no further analysis is expected in this section.
- ✓ **Recommendations:** This section should include a piece of final advice based on the alternatives presented in the previous section. Any specific information that may not be available will somehow influence the recommendation/s and must be described and justified.

### **Content of the written project report (Digital Marketing Plan)**

Students are also expected to generate and analyse an original Digital Marketing Plan for a digital company (business or social enterprise) following the SOSTAC +3M's. The report should be written as a Digital Marketing Plan including the following elements.

<http://prsmith.org/sostac/> For more information, you can check the 4-minute video that explains how it works.

- ✓ **Situation analysis:** 'Where are we now?'
- ✓ **Objectives:** 'Where are we going?'
- ✓ **Strategy:** 'How do we get there?'
- ✓ **Tactics:** Details of strategy and tactical tools like the marketing mix, communication mix and channel mix
- ✓ **Action:** 'Who does what, when and how?' and 'What processes are required to make things happen?'
- ✓ **Control:** 'What you need to measure.'
- ✓ **Resources:** Men, Money, Minutes

## Course schedule – Internet Marketing ME2094

**Note!** The contents of lectures are preliminary and can be modified.

	DATE	TIME	ROOM	CONTENT	ACTIVITY
<b>W44, 2023</b>					
Thu	02/11/23	13:00 - 15:00	Q31	Course introduction and syllabus Introducing digital marketing	Lecture
Fri	03/11/23	13:00 - 15:00	L52	Online marketplace analysis: micro-Analysis	Lecture
<b>W45, 2023</b>					
Tue	07/11/23	13:00 - 15:00	L52	The digital macro-environment	Lecture
<b>W46, 2023</b>					
Thu	16/11/23	10:00 - 12:00	L51	Digital marketing strategy SOSTAC planning for digital marketing ( <b>Final report description</b> )	Lecture
Fri	17/11/23	13:00 - 15:00	Q2	Digital branding and the marketing mix	Lecture
<b>W47, 2023</b>					
Wed	22/11/23	13:00 - 15:00	L51	Sustainability, CSR and green strategies	Lecture
Fri	24/11/23	13:00 - 15:00	L51	<b>Case study</b>	Seminar
<b>W48, 2023</b>					
Thu	30/11/23	13:00 - 15:00	L52	Data-driven relationship marketing using digital platforms <b>Case study</b>	Lecture
Fri	01/12/23	13:00 - 15:00	L51	Delivering the digital customer experience <b>Case study</b>	Lecture/ Seminar
<b>W49, 2023</b>					
Tue	05/12/23	13:00 - 15:00	L51	Campaign planning for digital media <b>Case study</b>	Lecture/Seminar
Thu	07/12/23	10:00 - 12:00	E51	Marketing communications using digital media channels <b>Case study</b>	Lecture/ Seminar
<b>W50, 2023</b>					
Thu	14/12/23	13:00 - 15:00	L52	Evaluation and improvement of digital channels performance <b>Case study</b>	Lecture/Seminar