



Course Syllabus

Internet Marketing – ME2094

ECTS Credits: 7.5

Royal Institute of Technology (KTH) – 2024

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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 Internet marketing theories, use tools, strategies, and programs to evaluate marketing results and performance, and analyse opportunities and 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 in English and include 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 teams' activities. **Failure to participate in team activities will affect their grades!**
- Plagiarism will be dealt with according to University rules. Copying or unethical use of sources may result in severe disciplinary action.
- 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 consist of 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. They will present and discuss it during the seminar sessions (a Maximum of 20-minute presentations). The focus should be on the different sections of the case study, including possible alternatives. The presentation's PPT or PDF should be uploaded to 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 (a group assignment) involves students working in the ***same teams*** as the case study. This assignment requires students to write a Digital Marketing Plan for a local or international company that will be introduced on November 29th. Each group should submit a written report on Canvas by noon on ***Friday, December 20th***. The project instructions will be provided in the lecture on November 8th.

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 case studies*: Will be announced during class
- *Source of projects*: Will be announced during class

Activity

- INL1: Grade of Case Study presentation, PPT, report 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 help the reader understand the situation's critical issues. Therefore, it should extract 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 appropriate theory, models, and calculations for analysing the situation. Wherever possible, measures should support verbal analysis. Only theory, models, and calculations that contribute to a better understanding of the situation should be included.
- ✓ **Problem definition:** Based on the analysis's outcome, this section should focus on defining the problem(s) 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 final advice based on the alternatives presented in the previous section. Any specific information that may not be available will influence the recommendation, which 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 and should include 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
W44, 2023					
Mon	28/10/24	15:00 - 17:00	V2	Course introduction and syllabus Introducing digital marketing	Lecture
Thu	31/10/24	13:00 - 15:00	B1	Online marketplace analysis: micro-Analysis	Lecture
W45, 2023					
Tue	05/11/24	13:00 - 15:00	B1	The digital macro-environment	Lecture
Fri	08/11/24	13:00 - 15:00	V1	Digital marketing strategy SOSTAC planning for digital marketing (Final report description) + Cases study	Lecture (Mandatory)
W46, 2023					
Tue	12/11/24	13:00 - 15:00	K2	Sustainability, CSR and green strategies Guest lecture	Lecture (Mandatory)
Fri	15/11/24	13:00 - 15:00	V2	Digital branding and the marketing mix	Lecture
W47, 2023					
Mon	18/11/24	13:00 - 15:00	V2	Data-driven relationship marketing using digital platforms Case study	Lecture/Seminar
Fri	22/11/24	10:00 - 12:00	B1	Guest lecture	Seminar (Mandatory)
W48, 2023					
Tue	26/11/24	13:00 - 15:00	K2	Delivering the digital customer experience Case study	Lecture/Seminar
Fri	29/11/24	13:00 - 15:00	B1	Guest lecture	Seminar (Mandatory) Lecture/ Seminar
W49, 2023					
Tue	03/12/24	13:00 - 15:00	K2	Campaign planning for digital media Case study	Lecture/Seminar
Fri	06/12/24	13:00 - 15:00	B3	Marketing communications using digital media channels Case study	Lecture/ Seminar
W50, 2023					
Wed	11/12/24	13:00 - 15:00	V2	Evaluation and improvement of digital channels performance Case study	Lecture/Seminar
Fri	13/12/24	13:00 - 15:00	V2	Case study	Seminar