



**eCAMPUS**

**DIGITAL MARKETING ECF2C08**

Distance Learning Study Program

# DIGITAL MARKETING (5 ECTS)

## COURSE DESCRIPTION

Digital Business and Marketing is a course that aims to provide a comprehensive introduction to the theory and practice of e-business and e-commerce management. Nowadays, every business is a digital business where all businesses are undergoing digital transformation. This course will equip students with the skills to make decisions based on their understanding of the digital elements in the business value chain. The topics in this course include digital business infrastructure, market analysis for e-commerce, digital business strategy, e-environment, e-procurement, and implementation and optimization of digital business services. The digital marketing course aims to provide a comprehensive introduction to the marketing opportunities and strategies in the internet space. Mostly with a focus on marketing a business's website or online services. The ever-expanding internet age means that digital marketing now encompasses so much of what is now normal marketing – including search marketing, pay-per-click advertising (PPC), social media marketing, online content, and more.

## OBJECTIVES

By the end of this course, you will be able to:

1. Identify the scope of digital business marketing, e-commerce and element
2. identify current issues/problems related to the implementation of digital business marketing and e-commerce in the organization
3. Assess the use of technology in changing the organization and creating new lines of business and new relationships with other companies
4. Implementing digital marketing strategy in developing company strategy.

## LEARNING METHODS

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

## ASSESSMENT AND EVALUATION

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

The assessment and evaluation in each distance learning course include detailed performance analytics and grades, given in %. In addition, each student will receive certification about study behavior analytics, including weekly study times, information about the study frequency, measured attendance, and total accumulated study time.

## LECTURERS

XXXXXXX

## LECTURE TOPICS

Class	Topics
1.	Introduction to Digital Business Marketing and E-Commerce
2.	Marketplace Analysis for e-Commerce
3.	Managing Digital Business Infrastructure
4.	E-Environment
5.	Strategy of Digital Business
6.	E-Procurement
7.	<b>Middle Exam</b>
8.	Digital Marketing
9.	Customer Relationship Management
10.	Change Management
11.	Social Media Marketing
12.	Implementation of Digital Business Service and Optimization
13.	Content Management and Maintenance
14.	<b>Final Exam</b>

## WORKLOAD

DIGITAL MARKETING ECF2C08

14 Sessions

		Sessions per semester														TOTAL hrs		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments		2	2	2	2	2	2		2	2	2	2	2	2	2		26
	Workshops											4						4
	Exam preparation							5								5		10
	Case Studies						4											4
	Self Study			2		2				2		2		2				10
	Preparation for class		2	2	2	2	2	2		2	2	2	2	2	2	2	2	26
	Follow-up for class		1	1	1	1	1	1		1	1	1	1	1	1	1	1	14
	Final essay paper															10		10
	Course evaluation																2	2
																		<b>106</b>
HRS OF EXAMS									2							2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~2	2	2	2	2	2	2	2		2	2	2	2	2	2	2	28	
		<b>TOTAL WORKLOAD PER COURSE (HOURS)</b>														<b>138</b>		
		<b>TOTAL ECTS</b>														<b>5</b>		