



**18<sup>th</sup> LJUBLJANA SUMMER SCHOOL**  
*Take the Best from East and West*  
**3 - 21 July 2017**

University of Ljubljana

FACULTY OF  
ECONOMICS

## LJUBLJANA SUMMER SCHOOL 2017

### COURSE TITLE: **DIGITAL AND SOCIAL MEDIA MARKETING**

**Type of course:** Bachelor course (for students in the final year of study) & Master course

**Lecturer:** Vatroslav Skare, PhD, University of Zagreb, Faculty of Economics & Business, Croatia

**ECTS credits:** 7

#### **Aims of the course:**

The main aim of the course is to provide students with a comprehensive understanding of how digital technologies and the rise of social media are changing marketing strategies and tactics across different industries. This includes learning about marketing concepts that are relevant in the digital environment, analysing best practice examples, and developing skills for creating, delivering and communicating value by using digital marketing tools and social media platforms. Additional aims of the course include providing students with insights into current digital marketing and social media trends, and teaching them how to combine digital and offline marketing tactics.

The course builds on traditional marketing courses and discusses digital strategies and tactics from a brand perspective. Beside more general overview of the digital marketing and social media phenomena, the course will focus on topics which are critical in leveraging the power of social media, such are: content management, development of social media presence, mobile marketing and viral marketing. It will be discussed how power has been shifted from brands to consumers, how to engage consumers through social media, and what is the interplay between social media and other digital marketing activities.

Students who take this course will be able to:

1. Assess the marketing potential of digital technologies and social media platforms for a particular real-life marketing challenge;
2. Understand the digital consumer;
3. Propose relevant digital value proposition;
4. Choose relevant digital and social media platforms;
5. Propose digital marketing tactics to achieve marketing goals.



## Course syllabus:

- Day 1: Introduction to digital and social media marketing**  
How digital technologies are transforming marketing; Key terms and concepts; Distinctive properties of digital marketing  
**Digital media landscape**  
Paid-Owned-Earned media; Social media platforms; Digital audience measurement
- Day 2: New role of the consumer in the digital environment**  
Permission marketing; Prosumers; Co-creation; Crowdsourcing; Online consumer behaviour models; Digital communities
- Day 3: Strategic approach to digital and social media marketing**  
Digital marketing strategy framework; Digital analytics; Key performance indicators
- Day 4: Branding in the digital environment**  
Shift of power from brands to consumers; Customer engagement; Anti-branding  
**Value in the digital environment**  
Digital value proposition; Creating, delivering and communicating value
- Day 5: Content strategy**  
Content mission; Choosing relevant content types; Content development; User-generated content; Curated content
- Day 6: Developing and managing digital and social media presence**  
Choosing relevant digital and social media platforms; Designing user experience; Content distribution; Managing interactions
- Day 7: The interplay between social media marketing and other digital marketing communication activities**  
Search-engine optimization (SEO); PPC advertising; Display advertising; Direct e-mail and newsletters
- Day 8: Mobile marketing**  
Mobile platforms; Mobile web and applications; Mobile commerce and webrooming/showrooming; Location-based services
- Day 9: Viral marketing**  
Benefits of viral marketing; Viral content development and deployment; Digital word-of-mouth  
**Integrating digital and offline marketing activities**  
Organizing digital and social media marketing activities; Outsourcing
- Day 10: Team presentations: Social Media Marketing Strategy (course assignment)**

## Bibliography:

- Chaffey, D., Ellis-Chadwick, F. (2015) Digital Marketing: Strategy, Implementation and Practice, 6th Edition. Pearson Education Limited.
- Constantinides, E. (2014) Foundations of Social Media Marketing. *Procedia - Social and Behavioral Sciences* 148, pgs. 40-57
- Corcoran, S. (2009) Defining Earned, Owned and Paid Media. *Forrester Blogs*.
- Court, D., Elzinga, D., Mulder, S., Vetvik, O. J. (2009). The consumer decision journey. *McKinsey Quarterly*, 3, pp. 1-11.
- Deighton, J., Kornfeld, L. (2009) Interactivity's Unanticipated Consequences for Marketers and Marketing, *Journal of Interactive Marketing* 23(1), pgs. 4-10.
- Erdem, T., Keller, K.L., Kuksov, D., Pieters, R. (2016). Understanding branding in a digitally empowered world. *International Journal of Research in Marketing*, 33(1), pgs. 3-10.
- Felix, R., Rauschnabel P.A., Hinsch C. (2016). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research* 70(1), pgs. 118-126.
- Gupta, S. (2013) For Mobile Devices, Think Apps Not Ads. *Harvard Business Review*. March 2013, str. 71-75.
- Krishnamurthy, S., Umit Kucuk, S. (2009) Anti-branding on the internet. *Journal of Business Research*, 62, pgs. 1119-1126.
- Lay, J. R. (2014). Digital Personas. *Credit Union Management*, pp. 34-37.
- Mangold, W. G., Faulds, D. J. (2009) Social media: The new hybrid element of the promotion mix, *Business Horizons*, 52, pgs. 357-365.
- Rangaswamy, A., Giles, C. L., Seres, S. (2009) A Strategic Perspective on Search Engines: Tough Candies for Practicioners and Researchers, *Journal of Interactive Marketing*, 23(1), pgs. 49-60.
- Rubinstein, H., Griffiths, C. (2001). Branding matters more on the Internet. *Brand Management*, 8 (6), pgs. 394-404.
- Shankar, V., Venkatesh, A., Hofacker, C., Naik, P. (2010) Mobile Marketing in the Retailing Environment: Current Insights and Future Research Avenues. *Journal of Interactive Marketing*, 24, str. 111-120.
- Simmons, G.J. (2007) i-Branding: developing the internet as a branding tool. *Marketing Intelligence & Planning*, 25(6), pgs. 544-562.
- Smutkupt, P., Krairit, D., Esichaikul, V. (2010) Mobile marketing: Implications for Marketing Strategies. *International Journal of Mobile Marketing*, 5(2), pgs. 126-139.
- Taylor, C. R. (2009) The Six Principles of Digital Advertising. *International Journal of Advertising*, 28 (3), str. 411-418.
- Tiago, M.T.P.M.B., Verissimo, J.M.C. (2014) Digital marketing and social media: Why bother? *Business Horizons*, 57, pgs. 703-708.
- Troung, Y., McColl, R., Kitchen, P. (2010) Practicioners' perceptions of advertising strategies for digital media. *International Journal of Advertising*, 29(5), str. 709-725.
- Tuten, T.L., Solomon, M.R. (2014) *Social Media Marketing*, 2nd Edition. SAGE Publications Ltd.
- Van Bommel, E., Edelman, D., Ungerman, K. (2014). Digitizing the consumer decision journey. *McKinsey &Company*.

## Teaching methods:

The course will utilise a combination of teaching methods including lectures, in-class discussions, workshops, student presentations and readings. Student participation and interaction are highly encouraged and expected.



**Prerequisites:**

Passed exam in the basic marketing course (Principles of Marketing, Introduction to Marketing, Marketing 1, Marketing Management, or similar course).

**Examination methods:**

Assessment for this course will have three components:

**1. Course assignment: Social Media Marketing Strategy (30%)**

Student will work in teams and their task will be to develop and present a social media marketing strategy for a given company/organization/cause. Social media marketing strategy has to deal with the following issues: analysis of current social media use by the company/organization/cause; social media marketing goals setting; development of digital consumer personas; choosing relevant social media platforms; writing guidelines for content development and social media presence management. Detailed course assignment guidelines will be provided during the first lecture day.

**2. Mid-term exam (20%)**

The mid-term exam will consist of multiple choice questions.

**3. Final exam (50%)**

The exam will consist of multiple choice questions, short answer questions, and problem-solving questions.

*Note: This course is comparable to the officially accredited course Electronic marketing (ECTS: 7) at the Faculty of Economics, University of Ljubljana.*

