



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	Digital Marketing – Group Project	
Course Unit Code	MB651	
Type of Unit		
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	7.5 ECTS	
Course Unit Objectives	The objective of this course is for participants to apply, practice and master the knowledge which they have acquired in the ‘Digital Marketing – Professional DMI Diploma’ course to a group project to build brands and drive sales.	
Learning Outcomes	On completion of this course students are expected to:	
	CILO 1	Apply a strategic approach to digital marketing to contribute significantly to the achievement of marketing objectives of a specific project.
	CILO 2	Develop appropriate (digital) marketing objectives for the specific project and suggest appropriate digital channels to contribute to their achievement.
	CILO 3	Practice the application of the various digital marketing tools for the success of a specific project.
	CILO 4	Set up a complete digital marketing strategy for a specific project and prepare a professional presentation to a client.
Name of Lecturer(s)	Dr Olga Kandinskaia	
Mode of delivery	Face to Face	
Prerequisites or co-requisites	Digital Marketing – Professional DMI Diploma	
Course Content	1. Introduction to the group project in Digital Marketing	CILO 1,2
	2. Web site, Search Engine Optimisation & Paid Search Advertising	CILO 3
	3. Email Marketing	CILO 3
	4. Mobile Marketing	CILO 3
	5. Social Media Marketing	CILO 3
	6. Developing Digital Marketing Strategy	CILO 1,2,4
	7. Group Presentations & Feedback	CILO 4
Recommended or required reading	DMI slides and course materials <u>Textbooks:</u> Ryan, D. (2014) Understanding Digital Marketing (3rd ed.) Kogan Page Chaffey, D. & Ellis-Chadwick, F. (2012). Digital Marketing: Strategy, Implementation and Practice (5th ed.). Pearson.	

	<p>Rowles, D. (2014). Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising. Kogan Page</p> <p>Berry, M. & Sinisalu, H. (2015) The Best Of Global Digital Marketing Storybook 2. Best Marketing International</p> <p>Solis, B (2013) What's the Future of Business?: Changing the Way Businesses Create Experiences, John Wiley</p> <p><u>Journals:</u> Journal of Strategic Marketing, Journal of Marketing, Harvard Business Review, Journal of Direct, Data and Digital Marketing Practice (Palgrave Macmillan)</p> <p><u>Online sources:</u></p> <p>http://econsultancy.com/uk/blog http://www.smartinsights.com http://www.mashable.com http://www.brandrepublic.com http://www.iabuk.net http://figarodigital.co.uk http://www.clickz.com http://moz.com/ http://www.socialmediaexaminer.com http://www.google.com/think/</p>						
Planned learning activities and teaching methods	<p>In-company presentations, group work, team tutorial sessions with professor. Group work is the key activity in this course.</p> <p>This course requires the use of computer.</p>						
Assessment methods and criteria	<table border="0" style="width: 100%;"> <tr> <td style="width: 80%;">-Group Work & Presentation (including peer evaluation)</td> <td style="text-align: right;">50%</td> </tr> <tr> <td>-Individual written report</td> <td style="text-align: right;">50%</td> </tr> <tr> <td colspan="2" style="text-align: right;">TOTAL 100%</td> </tr> </table>	-Group Work & Presentation (including peer evaluation)	50%	-Individual written report	50%	TOTAL 100%	
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-Individual written report	50%						
TOTAL 100%							
Language of Instruction	English						
Work Placement(s)	Not applicable						