

**THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT**

**COURSE UNIT DESCRIPTION**

<b>Course Unit Title</b>	<b>DIGITAL MARKETING – GROUP PROJECT</b>	
<b>Course Unit Code</b>	MA651	
<b>Type of Unit</b>	Elective	
<b>Level of Course Unit</b>	Second cycle	
<b>Year of Study</b>	First/second year	
<b>Number of ECTS Credits</b>	4.5 ECTS	
<b>Course Unit Objectives</b>	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.	
<b>Learning Outcomes</b>	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.
<b>Name of Lecturer(s)</b>	Prof. Mike Berry	
<b>Mode of delivery</b>	Face to Face	
<b>Prerequisites or co-requisites</b>	None	
<b>Course Content</b>	1. Introduction to the group project in Digital Marketing	CILO 1,2
	2. 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
<b>Recommended or required reading</b>	DMI slides and course materials  <u>Textbooks:</u>	

	<p>Ryan, D. (2014) <i>Understanding Digital Marketing</i> (3rd ed.) Kogan Page</p> <p>Chaffey, D. &amp; Ellis-Chadwick, F. (2012). <i>Digital Marketing: Strategy, Implementation and Practice</i> (5th ed.). Pearson.</p> <p>Rowles, D. (2014). <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>. Kogan Page</p> <p>Berry, M. &amp; Sinisalu, H. (2015) <i>The Best Of Global Digital Marketing Storybook 2</i>. Best Marketing International</p> <p>Solis, B (2013) <i>What's the Future of Business?: Changing the Way Businesses Create Experiences</i>, John Wiley</p> <p><u>Journals:</u></p> <p><i>Journal of Strategic Marketing</i>, <i>Journal of Marketing</i>, <i>Harvard Business Review</i>, <i>Journal of Direct, Data and Digital Marketing Practice</i> (Palgrave Macmillan)</p> <p><u>Online sources:</u></p> <p><a href="http://econsultancy.com/uk/blog">http://econsultancy.com/uk/blog</a></p> <p><a href="http://www.smartinsights.com">http://www.smartinsights.com</a></p> <p><a href="http://www.mashable.com">http://www.mashable.com</a></p> <p><a href="http://www.brandrepublic.com">http://www.brandrepublic.com</a></p> <p><a href="http://www.iabuk.net">http://www.iabuk.net</a></p> <p><a href="http://figarodigital.co.uk">http://figarodigital.co.uk</a></p> <p><a href="http://www.clickz.com">http://www.clickz.com</a></p> <p><a href="http://moz.com/">http://moz.com/</a></p> <p><a href="http://www.socialmediaexaminer.com">http://www.socialmediaexaminer.com</a></p> <p><a href="http://www.google.com/think/">http://www.google.com/think/</a></p>
<p><b>Planned learning activities and teaching methods</b></p>	<p>Lectures; in-class discussion and debates; in-class exercises; group work, presentations; videos. Group work is the key activity in this course.</p>

	This course requires the use of computer. <b>Please bring your laptop to class.</b>						
<b>Assessment methods and criteria</b>	<table> <tr> <td>-Group Presentation</td> <td>50%</td> </tr> <tr> <td>-Individual written report</td> <td>50%</td> </tr> <tr> <td colspan="2" style="text-align: right;">TOTAL 100%</td> </tr> </table>	-Group Presentation	50%	-Individual written report	50%	TOTAL 100%	
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-Individual written report	50%						
TOTAL 100%							
<b>Language of Instruction</b>	English						
<b>Work Placement(s)</b>	Not applicable						