



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	Digital Marketing – Group Project	
Course Unit Code	MB651	
Type of Unit	Elective	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	6 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.
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	<p>DMI slides and course materials</p> <p><u>Textbooks:</u></p> <p>Ryan, D. (2014) Understanding Digital Marketing (3rd ed.) Kogan Page</p> <p>Chaffey, D. & Ellis-Chadwick, F. (2012). Digital Marketing: Strategy, Implementation and Practice (5th ed.). Pearson.</p>	

	<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"> <tr> <td>-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						