



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	Digital Marketing	
Course Unit Code	MB745	
Type of Unit	Core	
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 appreciate the strategic importance of digital marketing and to apply this knowledge to build brands and drive sales.	
Learning Outcomes	On completion of this course students are expected to:	
	CILO 1	Appreciate how adopting a strategic approach to digital marketing can contribute significantly to the achievement of marketing objectives and to future business success.
	CILO 2	Set appropriate (digital) marketing objectives and learn how 'best practice' usage of digital channels can contribute to their achievement.
	CILO 3	Combine offline and online marketing to maximize return on investment (ROI)
	CILO 4	Be able to look ahead to future developments in digital marketing and plan strategies to survive and prosper in the changing digital world.
Name of Lecturer(s)	Prof. Mike Berry	
Mode of delivery	Face-to-Face	
Prerequisites or co-requisites	None	
Course Content	1. Introduction to the course	CILO 1
	2. Definitions, history and development of Digital Marketing	CILO 1
	3. Planning Digital Marketing Campaigns	CILO 1,2,3
	4. Search Engine Optimization (SEO)	CILO 2
	5. Paid Search Advertising (Pay Per Click=PPC)	CILO 2
	6. Online Display Advertising	CILO 2
	7. Affiliate Marketing	CILO 2
	8. Social Media (Twitter, Facebook, Instagram, LinkedIn +++)	CILO 6
	9. Email Marketing	CILO 2
	10. Content Marketing	CILO 2
	11. Mobile Marketing	CILO 2
	12. Web Analytics	CILO 2,3
	13. Integration: putting it all together: (with case studies)	CILO 3
	14. What's new? What's next?	CILO 4
Recommended or required reading	Textbooks: Visser, M., Sikkenga, B., and Berry M., <i>Digital Marketing Fundamentals - from Strategy to ROI</i> (Routledge, 2018)	

	<p>Dodson, I. <i>The Art Of Digital Marketing</i> (2016)</p> <p>Chaffey, D. & Ellis-Chadwick, F. (2015). <i>Digital Marketing: Strategy, Implementation and Practice</i> (6th ed.). Pearson.</p> <p>Berry, M. & Sinisalu, H. (2015) <i>The Best Of Global Digital Marketing Storybook 2</i>. Best Marketing International</p> <p>Rowles, D. (2017). <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>. (2nd ed.), Kogan Page.</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.iabuk.net http://figarodigital.co.uk http://www.clickz.com http://moz.com/ http://www.socialmediaexaminer.com http://www.google.com/think/</p> <p>As an additional option, participants are also able to access the online resources of the international Digital Marketing Institute (Ireland), (additional fee payable to CIIM before the course begins). The DMI resources are essential for success in the (optional) DMI exam for those who wish to gain a separate qualification from the DMI – the Professional Diploma in Digital Marketing = Certified Digital Marketing Professional.</p>
Planned learning activities and teaching methods	Lectures; in-class discussion and debates; in-class exercises; group work, presentations; videos, case studies.
Assessment methods and criteria	<p>-Group Assignment (presented on last teaching day) 40% -Participation 10% -Multiple choice (MCQ) exam 50%</p> <p style="text-align: right;">TOTAL 100%</p>
Language of Instruction	English
Work Placement(s)	Not applicable