

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING, AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230702	SEMESTER	7th
TITLE	DIGITAL MARKETING		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>The course aims to present the new possibilities, both at a strategic and a regular level, and to connect them with the overall marketing strategy of an organization or company. Upon successful completion of the course students will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: describe and identify the main tools of digital marketing and be able to apply them at an initial level. 2. UNDERSTANDING: distinguish and explain the necessary theoretical background in the field of Digital Marketing by adopting an interdisciplinary approach. 3. APPLICATION: classify and examine the appropriate tools according to marketing objectives and market data Students discover and examine the research opportunities that arise in the field of Digital Marketing and gain experience in the design and elaboration of relevant research projects. 4. ANALYSIS: design the basic dimensions of the practical use of Digital Marketing applications in organizations and the main issues related to their effective use. 5. COMPOSITION: organize and explain the possibilities offered by Information Systems in the implementation of actions in the framework of strategic Marketing planning. 6. EVALUATION: compare and evaluate digital marketing strategies. They judge traditional marketing practices and digital tools on an e-marketing plan. They will also be able to evaluate the effectiveness

of digital marketing actions.
General Skills
<ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, using the necessary technologies • Teamwork • Adaptation to new situations • Project planning and management

3. COURSE CONTENT

<p>Marketing now targets mainly the Internet and digital media in general as a means of promoting messages but also as a platform for implementing strategies for the application of its basic theoretical principles. The internet and digital technologies, in general, are now key factors in shaping today's markets and creating new data, new opportunities, and new marketing tools.</p> <ul style="list-style-type: none"> • Digital Economy and Digital Revolution / Digital Transformation • Introduction to Digital Marketing • Digital Marketing Research • Personal data (GDPR) and digital marketing • Digital Consumer / Customer Experience / Customer Travel • Electronic Retail and Digital Marketing • Integrated Communications Digital Marketing • Online Advertising Typology - Applications • Affiliate marketing / viral marketing / email marketing / video marketing • Social Network Marketing (Social Media Marketing) • Search Advertising / SEO / SEM / Google AdWords • Strategic Digital Marketing Planning • Electronic Customer Relationship Management (e-CRM) / Innovative Applications and Trends in Digital Marketing
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4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face Presentations in the class and support (forum, chat) through the Electronic Classroom Management System of the Foundation.	
ICT USE	Online Store Creation Software (open source), Use of Social Media, Online Classroom Management Software to support the learning process (Moodle).	
TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Laboratory Exercises	15
	Individual Projects - Presentations	16
	Written Group Assignment	40
	Self-study	40
	TOTAL	150
ASSESSMENT	I. Written final exam (60%) which includes:	

	<p>-Multiple-choice questions -Case Studies</p> <p>Purpose of assessment: The test of understanding the basic elements of the course.</p> <p>Evaluation criteria: The correctness, completeness, clarity, and critical evaluation of the answers.</p> <p>II. Teamwork (30%): social media in education services / digital marketing tools in the media</p> <p>III. Participation and Individual Oral Test (10%)</p> <p>Purpose of evaluation: The control of the students' progress about the educational objectives, feedback, and possible modification of the teaching (finetuning)</p> <p>The test material is posted on moodle and before the test time is spent on answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>
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5. REFERENCES

-Suggested bibliography:

- **Vlachopoulou M. (2019). Digital Marketing, ROSILI EMPORIKI - EDITORIAL LTD, Book Code in Eudoxos: 86053196**
- **Siomkos G. and Tsiamis I. (2019). E-Marketing, BROKENHILLPUBLISHERSLTD, Book Code in Eudoxos: 86056119**

Related scientific journals

- ✓ **Journal of Direct, Data and Digital Marketing Practice**
- ✓ **Journal of Interactive Marketing**
- ✓ **International Journal of Internet Marketing and Advertising**
- ✓ **International Journal of Research in Marketing**
- ✓ **Social Networks: An International Journal of Structural Analysis**