

Course Name : Digital Marketing and Public Relations							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
IMC 211	C	Fall	2.00	1.00	0.00	2.50	5.00
Lecturer Ana Kekezi, PhD							
Assistant							
Course language Albanian							
Course level Bachelor							
Description		In this era, Digital Marketing is at its peak. Compared to the old traditional marketing method, this new marketing method helps to communicate your brand and sales to every corner of the world. Becoming a digital marketer is a journey. Digital communication has grown rapidly in various actors, public, political and private recently in Albania. Marketing experts value digital marketing as a powerful tool to communicate effectively with large audiences at a lower cost and than traditional forms of marketing. On the other hand, digital technology is becoming more affordable and companies are moving further on the journey of digital transformation, it seems that digital strategy and business strategy may soon be the same thing.					
Objectives		The course aims to be a comprehensive guide to all aspects of using the Internet and other digital media to support marketing. Students are familiar with academic concepts and models of digital strategy and tools. Students may be able to apply concepts in real life and properly identify the right digital tools. This course aims to provide a clear framework to help students organize and plan and apply the company approach, whether they choose to be digital marketers in their professions or be part of digital marketing teams.					
Core Concepts		1. Digital Marketing and its models 2. Strategy and Planning 3. Digital Media Channels 4. Digital consumer experience 5. Techniques and tools in digital marketing					
Course Outline							
Week	Topic						
1	Introduction to Digital Marketing: Subject Introduction, Literature : The Basics of Digital Marketing, Introduction to Digital Marketing Strategy						
2	Digital Marketing Strategies: Introduction and Basics, Analysis of Patterns and Frameworks; SMART, SWOT, goals. Presentation of the Project and Term Project Themes, Group Breakdown of the Semester Project						
3	Barriers to Digital Marketing: Technology in the Digital Age, Human Resources, Budgets & Costing						
4	Planning: Effective Strategic Planning; planning models; goals; objectives; strategies; action plans; control; human resources						
5	Digital Channels: SEO; PPC ; social networks; e-mail; display; mobile; website etc. Interactivity and communication mix through channels						
6	Social Media: Definition; The evolution; The current situation; platform selection; use; Interconnecting science with practice						
7	User Experience (UX): Digital Consumer; experiences ; privacy and trust, the factors that influence them; assessing consumer engagement; the essentials for effective experience; the tools used to identify UX. Presentation of social public pages for Term project assignment - Comments by lecturer & students						

8	Midterm exam
9	Marketing communication: communication using digital channels; Action and control tactics; RACE planning; Traffic; key aspects and techniques of Traffic; Proper use of mixed communication. Presentation of social public pages for Term project assignment - Comments by lecturer & students Project: Submission of individual paper / essay assignment "Analyzing the elements of digital marketing in a company with online presence"
10	Digital Marketing Plan: Proper planning of digital campaign; types of plans; application of software according to the SOSTAC framework;. Presentation of social public pages for Term project assignment - comments from the lecturer and students
11	Analytics: Metrics and Evaluation: Metrics Framework; measuring/metrics strategies; components of the metrics framework, their focus and application;. Presentation of social public pages for Term project assignment - comments from the lecturer and students.
12	B2B and B2C: Transactions in B2B, B2C, C2C and C2B ; The main types of online presence; core business in digital marketing in the context of transactions; CRM - customer relationship marketing; customer relationship management in the marketing context; CRM B2B vs B2C basic changes. Presentation of social public pages for Term project assignment - comments from the lecturer and students
13	Online Public Relations: How Communication has changed in Recent Decades; implications for communicators; influencers and audiences; new PR channels; Digital PR and search engines; online influences; key players. Review of Essential Knowledge in the first 8 lectures
14	Strategy presentation: Steps to follow: The Digital Future-What's next?. Review of essential knowledge on remained lectures. Preliminary presentation of 6 groups for the semester project final assignment
15	Termr Project, Public classroom presentation: Finalized Campaigns - 6 groups "Create a campaign or build a public page on one of the Social Networking Platforms" Applying all the knowledge gained.
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	<ul style="list-style-type: none"> • Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page • Chaffey, D. and Ellis-Chadwick, F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education
References	<ul style="list-style-type: none"> • Rayan, D. (2014). Understanding Digital Marketing, 3rd Edition, Kogan Page • Brown, R. (2009). Public relations and the social ēeb _ how to use social media and Web 2.0 in communications, Kogan Page
Course Outcome	
1	Students will be equipped with basic knowledge of digital marketing and PR, new communication tools and methods of using different types of new media
2	Students will demonstrate basic skills in digital marketing techniques and application of knowledge, especially on social network platforms, and will be able to identify key elements and tools used in a digital campaign.
3	Students will be able to conduct business marketing studies, customer experience, more applicable marketing models in order to use it in developing an effective digital marketing strategy and PR

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	0	0	
Projects	1	10	
Term Projects	1	30	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent		70	
Final exam percent		30	
Total		100	
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	2	8	16
Midterms	1	9	9
Final Exam	1	10	10
Other	0	5	0
Total Work Load			125
Total Work Load / 25 (hours)			5.00
ECTS			5.00