

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 methods, online helps to communicate the brand and advance sales to each corner of the world. Becoming a digital marketer is a journey. Digital communication has grown rapidly in various actors; public, political, and private - recently even in Albania. Marketing experts value digital marketing as a powerful tool to communicate effectively with large audiences at a lower cost, comparing it with the traditional forms of marketing. Digital technology is becoming more demanding on costs aspects and control of communication, challenging especially the PR. The companies or organizations are moving further on the journey of digital transformation, and it seems that digital strategy and business strategy may soon be the same thing.					
Objectives		The course aims to be a guide to aspects of using the Internet and other digital media to support marketing and public relations in the online world. Students become familiar with academic concepts and models of digital strategy and tools. Students earn the proper knowledge and skills to properly identify and analyze appropriate digital tools, as well as be able to apply concepts, tools, or techniques in real life. This course aims to provide a clear framework to help students organize, 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, Syllabus, Literature The Basics of Digital Marketing, Introduction to Digital Marketing Strategy Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 2- 52 Rayan, D. (2014). Understanding Digital Marketing, 3rd Edition, Kogan Page, fq 1 -17 Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 1 – 28 Chaffey, D. and Smith. P. (2017) Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing fq 1 – 44						
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 Term Project Chaffey, D. and Smith. P. (2017) Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing fq 103-143 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 174 – 243 Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 46- 65 Ninen, O. (2021) Contemporary Issues in Digital Marketing 1st Edition, Routledge fq 22-29						
3	Barriers to Digital Marketing: Technology in the Digital Age, Human Resources, Budgets & Costing Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 46- 65 Ninen, O. (2021) Contemporary Issues in Digital Marketing 1st Edition, Routledge fq 22-29						

4	Planning: Effective Strategic Planning; planning models; goals; objectives; strategies; action plans; control; human resources Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 66-88 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 488-476 Chaffey, D. and Smith. P. (2017) Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing fq 555-615
5	Digital Channels: SEO; PPC ; social networks; e-mail; display; mobile; website etc. Interactivity and communication mix through channels Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 89-163 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 31 - 37
6	Social Media: Definition; The evolution; The current situation; platform selection; use; Interconnecting science with practice Chaffey, D. and Smith. P. (2017) Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing fq 139-143 dhe fq 223-283 Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 149-163 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 34 - 36 Phillips, D. Young, P (2009) - Online Public Relations_ A Practical Guide to Developing an Online Strategy in the World of Social Media (PR in Practice)-Kogan Page fq 136-148
7	User Experience (UX): Digital Consumer; experiences; privacy and trust, the factors that influence them; assessing consumer engagement; the essentials for the effective experience; the tools used to identify UX. Presentation of social pages for Term project assignment - Comments by lecturer & students Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 165 - 182 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 388-395 Ninen, O. (2021) Contemporary Issues in Digital Marketing 1st Edition, Routledge fq 83-92
8	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 - individual paper/essay assignment "Analyzing the elements of digital marketing in 2 competitive companies in their website" Chaffey, D. and Smith. P. (2017) Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing fq 34 -35 , fq 44-46 dhe fq 139-143 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 31-32
9	Midterm Exam
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 Chaffey, D. and Smith. P. (2017) Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing fq 560-562 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 188-192 , fq 432-438
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. Chaffey, D. and Smith. P. (2017) Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing fq 214-250 dhe fq 603-606 Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 82-83 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 550-560
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 - costumer 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 Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 33-36 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 625-642 Chaffey, D. and Smith. P. (2017) Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing fq 4-8, fq 173-185

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 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 502-506 Rayan, D. (2014). Understanding Digital Marketing, 3rd Edition, Kogan Page, fq 1 -17 Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 264-282 Chaffey, D. and Smith. P. (2017) Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing fq409-4014 Phillips, D. Young, P (2009) - Online Public Relations_ A Practical Guide to Developing an Online Strategy in the World of Social Media (PR in Practice)- Kogan Page fq 10-19, 119-204
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 Chaffey, D. and Chadwick, E. F. (2016). Digital Marketing: Strategy, Implementation and Practice. 6th Pearson Education. Fq 645 - 647 Rayan, D. (2014). Understanding Digital Marketing, 3rd Edition, Kogan Page, fq 367-375 Kingnorths, S. (2016). Digital Marketing Strategy. 1st Edition. Kogan Page fq 284 - 305 Ninen, O. (2021) Contemporary Issues in Digital Marketing 1st Edition, Routledge fq 166-174
15	Term Project, Public classroom presentation: Finalized Campaigns - groups "Create a campaign or build a public page on one of the Social Networking Platforms" Applying all the knowledge gained in the written project.
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• 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 • Ninen, O. (2021) Contemporary Issues in Digital Marketing 1st Edition, Routledge
References	• Rayan, D. (2014). Understanding Digital Marketing, 3rd Edition, Kogan Page • Brown, R. (2009). Public relations and the social web _ how to use social media and Web 2.0 in communications, Kogan Page • Phillips, D. Young, P (2009). Online Public Relations_ A Practical Guide to Developing an Online Strategy in the World of Social Media (PR in Practice)-Kogan Page
Course Outcome	
1	Students will be prepared with basic knowledge of digital marketing and PR, with new communication tools and methods of using different types of new media
2	Students will demonstrate skills on the techniques and application of digital marketing knowledge, especially on social media platforms, and will be able to identify the key elements and tools used of a digital campaign and the tools
3	Students will be able to conduct marketing studies in business, customer experience, more applicable marketing models in order to use and apply it in developing an effective digital marketing and PR strategy

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	1	5	
Projects	1	10	
Term Projects	1	25	
Laboratory	0	0	
Class Participation	0	0	
Total in-term evaluation percent			60
Final exam percent			40
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	4	56
Duties	2	9	18
Midterms	1	1	1
Final Exam	1	2	2
Other	0	0	0
Total Work Load			125
Total Work Load / 25 (hours)			5.00
ECTS			5.00