

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 traditional marketing methods, online marketing and PR 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		To provide students with a comprehensive understanding of digital marketing and public relations strategies and tools. To develop students' ability to create, implement, and evaluate digital marketing campaigns. To analyze the impact of various digital platforms and channels on consumer behavior. To equip students with practical skills to manage effective campaigns and digital channels, including SEO, SEM, social media marketing, email marketing, PR, as well as analytics, metrics, KPIs, and ROI. To encourage students to critically assess trends and innovations in digital marketing.					
Core Concepts		1. Digital Marketing and its models 2. Strategy and Planning 3. Digital Media Channels: SEO, SMM, SEM, PCC, Mobile Marketing, Email Marketing, Content Marketing, Influencers Marketing etc 4. Digital consumer experience 5. Techniques and tools in digital marketing					
Course Outline							
Week	Topic						
1	Introduction to Digital Marketing: concepts, frameworks, the current environment, channels, and key technologies. The importance of digital marketing in today's business environment. Course Presentation, Literature, Syllabus Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 1 pp. 4-42 Sachdev, R. (2023). Digital Marketing, McGraw-Hill Education, Chapters 1 and 2, pp. 2-30						
2	Digital Market Analysis; Analysis: macro and micro environment; Competitor analysis and market trends. Barriers to digital marketing .Practical Exercise: An analysis of a digital market. Presentation of the Semester Project Theme, Group Division for the Semester Project Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 2, pp. 45-91						
3	Consumer Behavior in the Digital World; changes in consumer behavior due to digitization. Buyer personas, customer journey, and experience. User Experience (UX). Case Study: Customer journey on Amazon Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 7 pp. 284-320 Sachdev, R. (2023). Digital Marketing, McGraw-Hill Education, Chapter 3, pp. 60-92						

4	Strategies and Development of Digital Marketing: Introduction and fundamentals, Analysis of RACE and SOSTAC models; SMART objectives, SWOT analysis, PESTEL, and their application. Case Studies Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 4 pp. 136-184 Sachdev, R. (2023). Digital Marketing, McGraw-Hill Education, Chapter 2, pp. 30-60
5	Website, SEO - Search Engine Optimization; SEM - Search Engine Marketing, PPC - Paid Search; Metrics and Analytics Case Studies Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 9 pp. 393-416 Kingnorth, S. (2022). Digital Marketing Handbook. Deliver powerful digital campaigns, Kogan Page, Chapters 3 and 4 pp. 31-78
6	Social Media, Influencer Marketing, and Partnerships Best practices for building partnerships with influencers Case Study: Analysis of a successful influencer campaign Metrics and Analytics Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 9, pp. 417-424 Kingnorth, S. (2022). Digital Marketing Handbook. Deliver powerful digital campaigns, Kogan Page, Chapter 6 pp. 105-119
7	Content Marketing Content marketing strategies Developing engaging content for digital platforms Metrics and Analytics Case Study: Content planning in a calendar for a product launch Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 8 pp. 347-391 Kingnorth, S. (2022). Digital Marketing Handbook. Deliver powerful digital campaigns, Kogan Page, Chapter 7 pp. 121-150
8	Midterm Exam
9	Email Marketing and Digital Messaging Creating effective email campaigns SMS messaging and mobile marketing Best practices in email marketing and mobile communication Metrics and Analytics Case Studies Presentation of work for the semester project – Feedback from the instructor & students Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 9, pp. 437-442 Sachdev, R. (2023). Digital Marketing, McGraw-Hill Education, Chapter 7, pp. 197-225
10	SMM, Online PR, and Mobile Marketing Understanding key social media platforms and managing online public relations Main activities in online PR management, new channels of digital PR Mobile marketing strategies and application development Metrics and Analytics Case Studies Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 9, pp. 443-452 and Chapter 7, pp. 321-327 Sachdev, R. (2023). Digital Marketing, McGraw-Hill Education, Chapters 8 and 9, pp. 230 - 284
11	E-commerce and Customer Relationship Management (CRM) Integrating CRM with e-commerce platforms. Managing the customer life cycle and conversion optimization strategies. Case studies Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 6, pp. 233-279 and Chapter 10, pp. 461-485 Kingnorth, S. (2022). Digital Marketing Handbook. Deliver powerful digital campaigns, Kogan Page, Chapter 11 pp. 229-250
12	Campaign Planning and Management Setting objectives and segmentation in digital campaigns. Budgeting and selecting the right media mix Case Study: Planning a successful digital campaign Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 8, pp. 347-391 Sachdev, R. (2023). Digital Marketing, McGraw-Hill Education, pp. 406 - 420
13	Digital Brand and Marketing Mix Innovations, Trust and Reputation Management Case studies Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th ed. Pearson Education. Chapter 5 pp. 189 -232. Sachdev, R. (2023). Digital Marketing, McGraw-Hill Education, Chapter 10, pp. 324 - 344
14	The Digital Future: Impact of AI, VR, and blockchain on digital marketing. Ethics and privacy. Innovations in digital platforms. Group discussion and case studies Sachdev, R. (2023). Digital Marketing, McGraw-Hill Education, Chapters 10 and 11, pp. 350 - 405 Tench, R., & Waddington, S. (Eds.). (2020). Exploring Public Relations (5th ed.). Pearson
15	Review of the Course and Key Concepts. Presentation and Finalization of the Semestral Project: Students will present the application of a comprehensive digital marketing strategy for a real brand. Students implemented a comprehensive digital marketing strategy for a real brand, focusing on practical applications in social media marketing, email marketing, and other digital channels. They developed and executed campaigns, analyzed their effectiveness, and gained hands-on experience in engaging target audiences and measuring results. Open discussion on presentations and work. Selection of the group with the best campaign and implementation

16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Chaffey, D. and Chadwick, E. F. (2022). Digital Marketing: Strategy, Implementation and Practice. 8th Pearson Education. • Sachdev, R. (2023) Digital Marketing , McGraw-Hill Education • Kingnorths, S. (2022). Digital Marketing Handbook. Deliver powerful digital campaigns, Kogan Page
References	• Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley. • Hutchins, A. L., & Tindall, N. T. J. (Eds.). (2021). Public relations and online engagement: Audiences, fandom and influencers. Routledge • Scott, D. M. (2020). The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly. Wiley.
Course Outcome	
1	Students will be equipped with basic knowledge of digital marketing and PR, including new communication tools and methods for using various types of new media.
2	Students will demonstrate skills in digital marketing techniques and the application of knowledge, particularly on social media platforms, and will be able to identify key elements and tools used in a digital campaign.
3	Students will be able to conduct marketing studies on business, customer experience, and applicable marketing models to enhance their understanding.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	0	0	
Projects	0	0	
Term Projects	1	40	
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	2	28
Duties	1	23	23
Midterms	1	12	12
Final Exam	1	14	14
Other	0	0	0
Total Work Load			125
Total Work Load / 25 (hours)			5.00
ECTS			5.00