



LJUBLJANA SUMMER SCHOOL
Take the Best from East and West
8 - 26 July 2019

University of Ljubljana

**FACULTY OF
ECONOMICS**

DIGITAL AND SOCIAL MEDIA MARKETING

Master course (ECTS: 7)

Lectured by:

Škare Vatroslav, University of Zagreb, Faculty of Economics and Business, Croatia

Aims of the course:

The main aim of the course is to provide students with a comprehensive understanding of how digital technologies and the rise of social media are changing marketing strategies and tactics across different industries. This includes learning about marketing concepts that are relevant in the digital environment, analysing best practice examples, and developing skills for creating, delivering and communicating value by using digital marketing tools and social media platforms. Additional aims of the course include providing students with insights into current digital marketing and social media trends, and teaching them how to combine digital and offline marketing tactics.

The course builds on traditional marketing courses and discusses digital strategies and tactics from a brand perspective. Beside more general overview of the digital marketing and social media phenomena, the course will focus on topics which are critical in leveraging the power of social media, such are: content management, development of social media presence, viral marketing and storytelling. It will be discussed how power has been shifted from brands to consumers, how to engage consumers through social media, and what is the interplay between social media and other digital marketing activities.

Students who take this course will be able to:

1. Assess the marketing potential of digital technologies and social media platforms for a particular real-life marketing challenge;
 2. Understand the digital consumer;
 3. Propose relevant digital value proposition;
 4. Choose relevant digital and social media platforms;
- Propose digital marketing tactics to achieve marketing goals.

Course syllabus:

Day 1: Introduction to digital and social media marketing
How digital technologies are transforming marketing; Key terms and concepts; Distinctive properties of digital marketing
Digital media landscape
Paid-Owned-Earned media; Social media platforms





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- Day 2: New role of the consumer in the digital environment**
Permission marketing; Prosumers; Co-creation; Crowdsourcing; Consumer behaviour models in the digital environment; Digital communities
- Day 3: Strategic approach to digital and social media marketing**
Digital marketing strategy framework; Digital analytics; Key performance indicators
- Day 4: Branding in the digital environment**
Shift of power from brands to consumers; Customer engagement; Anti-branding
Value in the digital environment
Digital value proposition; Creating, delivering and communicating value
- Day 5: Content strategy & Search-engine optimization (SEO)**
Content mission; Choosing relevant content types; Content development; User-generated content; On-site & off-site SEO
- Day 6: Viral marketing & Storytelling**
Benefits of viral marketing & storytelling; Viral content development and deployment; Digital word-of-mouth; Crafting stories in the social media context
- Day 7: Developing and managing digital and social media presence**
Choosing relevant digital and social media platforms; Designing user experience; Content distribution; Managing interactions
- Day 8: Digital marketing communication activities (Part 1)**
PPC advertising; Display advertising; Programmatic media buying
- Day 9: Digital marketing communication activities (Part 2)**
Native advertising; Direct e-mail and newsletters
- Day 10: Team presentations: Social Media Marketing Strategy (course assignment)**





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- Van Bommel, E., Edelman, D., Ungerman, K. (2014). Digitizing the consumer decision journey. McKinsey & Company.
- Web Analytics Association (2008). Web Analytics Definitions.

Teaching methods:

The course will utilise a combination of teaching methods including lectures, in-class discussions, workshops, student presentations and readings. Student participation and interaction are highly encouraged and expected.

Prerequisites:

Passed exam in the basic marketing course (Principles of Marketing, Introduction to Marketing, Marketing 1, Marketing Management, or similar course)

Examination methods:

Assessment for this course will have two components:

1. **Course assignment:** Social Media Marketing Strategy (40%)
Student will work in teams and their task will be to develop and present a social media marketing strategy for a given company/organization/cause. Social media marketing strategy has to deal with the following issues: analysis of current social media use by the company/organization/cause; social media marketing goals setting; development of digital consumer personas; choosing relevant social media platforms; writing guidelines for content development and social media presence management. Detailed course assignment guidelines will be provided during the first lecture day.
2. **Final exam** (60%)
The exam will consist of multiple choice questions and essay questions.

