



Ljubljana Summer School

Online courses

6 – 20 July 2020

Digital and Social Media Marketing

Master course (7 ECTS)

16.00 – 19.00 (CEST)

Course leader:

SKARE Vatroslav

University of Zagreb, Faculty of Economics & Business, Croatia

Aims and objectives 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;
5. 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



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Day 2:

Digital media landscape

Paid-Owned-Earned media; Social media platforms

Day 3:

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 4:

Strategic approach to digital and social media marketing

Digital marketing strategy framework; Digital analytics; Key performance indicators

Day 5:

Branding in the digital environment

Shift of power from brands to consumers; Customer engagement; Anti-branding

Day 6:

Content strategy & Search-engine optimization (SEO)

Content mission; Choosing relevant content types; Content development; User-generated content; On-site & off-site SEO

Day 7:

Storytelling & viral marketing

Benefits of storytelling & viral marketing; Crafting stories in the social media context; Viral content development and deployment; Digital word-of-mouth;

Day 8:

Developing and managing digital and social media presence

Choosing relevant digital and social media platforms; Designing user experience; Content distribution; Managing interactions

Day 9:

Digital marketing communication activities (Part 1)

PPC advertising; Display advertising; Programmatic media buying

Day 10:

Digital marketing communication activities (Part 2)

Native advertising; Direct e-mail and newsletters

Course materials/List of readings:

- Berger, J., Milkman, K. M. (2011) What Makes Online Content Viral?, Journal of Marketing Research, 49, 192-205.
- Constantinides, E. (2014) Foundations of Social Media Marketing. Procedia - Social and Behavioral Sciences, 148, 40-57.
- Corcoran, S. (2009) Defining Earned, Owned and Paid Media. Forrester Blogs.



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- Court, D., Elzinga, D., Mulder, S. , Vetvik, O. J. (2009). The consumer decision journey. McKinsey Quarterly, 3, 1-11.
- Deighton, J., Kornfeld, L. (2009) Interactivity's Unanticipated Consequences for Marketers and Marketing, Journal of Interactive Marketing, 23(1), 4-10.
- Erdem, T., Keller, K.L., Kuksov, D., Pieters, R. (2016) Understanding branding in a digitally empowered world. International Journal of Research in Marketing, 33(1), 3-10.
- Felix, R., Rauschnabel P.A., Hinsch C. (2016) Elements of strategic social media marketing: A holistic framework. Journal of Business Research, 70, 118-126.
- Gensler, S., Völckner, F., Liu-Thompkins, Y., Wiertz, C. (2013) Managing Brands in the Social Media Environment. Journal of Interactive Marketing, 27, 242-256.
- Holliman, G., Rowley, J. (2014) Business to business digital content marketing: marketers' perceptions of best practice. Journal of Research in Interactive Marketing, 8(4), 269-293.
- Kaplan, A. M., Haenlein, M. (2011) Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. Business Horizons, 54, pgs. 253-263.
- Krishnamurthy, S., Umit Kucuk, S. (2009) Anti-branding on the internet. Journal of Business Research, 62, 1119-1126.
- Parise, S., Guinan, P.J., Kafka, R. (2016). Solving the crisis of immediacy: How digital technology can transform the customer experience. Business Horizons, 59, 411-420.
- Pulizzi, J. (2012) The Rise of Storytelling as the New Marketing. Publishing Research Quarterly, 28, (2), 116-123.
- Rowley, J. (2008) Understanding digital content marketing. Journal of Marketing Management, 24(5-6), 517-540.
- Shobeiri, S., Mazaheri, E., Laroche, M. (2014) Improving customer website involvement through experiential marketing, The Service Industries Journal, 34(11), 885-900.
- Stokes, R. and The Minds of Red&Yellow (2017) eMarketing: The essential guide to marketing in a digital world, 6th Edition (beta). Red & Yellow. [available online: <https://www.redandyellow.co.za/textbook/>]
- Taylor, C. R. (2009) The Six Principles of Digital Advertising. International Journal of Advertising, 28(3), 411-418.
- Tiago, M.T.P.M.B., Verissimo, J.M.C. (2014) Digital marketing and social media: Why bother? Business Horizons, 57, 703-708.
- Van Bommel, E., Edelman, D., Ungerman, K. (2014). Digitizing the consumer decision journey. McKinsey &Company.

Teaching methods:





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The course will be fully delivered online and utilise a combination of teaching methods including online lectures (live webinar sessions each day from 4 to 7 pm Central European Summer Time), discussions during online lectures, online workshops, and readings. Student participation and interaction during online lectures are highly encouraged and expected.

Evaluation method and grading scale:

Assessment for this course will have two components:

1. Course assignment: Social Media Marketing Strategy (40%)

Each student will have to develop 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 online exam will consist of scenario/problem-solving multiple choice questions.

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	

Prerequisites for attending the course:

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

Note: If approved by the home institution, Bachelor students in their final year of study can register for this Master course.