

Prof. Dr. René Algesheimer, Niklas Fruth

# DIGITAL MARKETING

SYLLABUS

EACH FALL SEMESTER, SEMINAR

LAST EDIT: 15.09.2020

## PREAMBLE

Welcome to our seminar “Digital Marketing”!

This seminar is designed to meet the needs of marketing undergraduates. It is intended for future managers in all areas of modern marketing interested in planning, preparing, developing and evaluating integrated marketing campaigns across different media outlets.

This year, we work on **your digital appearance**. Either you are (or would like to be) a social media influencer, or you have your own brand or product online, or you work in a context having a digital presence that you can co-design and work with, then you are welcomed in the seminar! If you are not, you can still participate. Read the procedure below.

This digital complexity in our daily life requires a new way of thinking from a marketing manager. These thoughts, concepts and techniques will be necessary for the rest of your professional life and we are sure that quite a lot of your career will depend on your ability to **understand and apply digital**. If you feel moved by this idea, then this seminar is the way to go. However, as this seminar tries to be close to recent developments, you will not have a textbook to follow. We will instead concentrate - whenever necessary - on recent research articles and developments. If the University is not a playground for experimenting, then where else? Our promise is that after participating in this course, you will have a completely new outlook on modern marketing.

This course provides an introduction to modern marketing thinking, the integration of traditional and new media, techniques and applications to real world problems. The seminar follows a hands-on experiential learning approach. Four groups will work on individual student projects that follow one specific objective that should be achieved through a concrete digital marketing campaign. Depending on the projects suggested, specific topics such as internet marketing, internet business models, social media marketing, community marketing, mobile marketing including techniques such as social network analysis, community detection, social media monitoring of key performance indicators (KPIs), Google Analytics, Google AdWords, Google Trends & Insights, search engine optimization (SEO), affiliate marketing or information mining might be covered and discussed.

This seminar follows a supervised self-learning workshop format, through which you'll find the skills necessary to think like marketers in order to connect with customers digitally.

Let's go digital.

This course will take place each fall semester. The specific class content is re-designed every year and announced on our online platforms. From time to time, updates will be communicated on the marketing webpage [www.market-research.uzh.ch](http://www.market-research.uzh.ch).

We are very happy to welcome you to our course. Enjoy this introduction.

All the best,

René Algesheimer, Niklas Fruth, Alex Mari

## QUICK OVERVIEW:

### Instructor:

Prof. Dr. René Algesheimer (University of Zurich),

Niklas Fruth (Srsly.ch)

TA: Alex Mari (University of Zurich)

Office: Andreasstrasse 15 CH-8050 Zürich, Switzerland Phone: +41 44 634 2918

Office hours are by appointment.

Web: [www.market-research.uzh.ch](http://www.market-research.uzh.ch)

### Type:

Seminar

### Target Audience:

Master students, assigned to “Wahlpflichtbereich BWL 4”.

### Abstract:

In this seminar we will discuss recent developments in modern marketing with a focus on Digital Marketing.

### Frequency:

Fall semester.

### AP (ECTS):

3

### Work load statement:

Part	Workload	Total Time
Course attendance	Introductory lecture, 3 tutorials & 2 final sessions	12h
Written documentation	4 weeks à 5h	30h
Course work		40h
Oral presentation		8h
<b>Total</b>		<b>90h</b>

### Maximum Amount of Students:

24

### Language

English

## Required Reading:

If necessary, a reader with required articles is handed-out in class.

## Prerequisite:

A very strong interest in digital marketing topics. It is strongly recommended to participate in the lecture „Digital Marketing“ (MOECO584) offered by Prof. Andrea Giuffredi-Kaehr (VVZ-Nr. 0582) in parallel to this seminar. While the lecture focusses on the core Digital Marketing concepts, the seminar applies them in concrete campaigns.

## Grading:

Participation, discussion, oral presentation, and written documentation.

## Dates:

See <https://www.vorlesungen.unizh.ch>

Kick-off:	Tuesday, September 22, 2020, 12.15-13.45h
Group session:	Tuesday, September 29, 2020, 12.15-13.45h
1st feedback sessions:	Tuesday, October 20, 2020, 12.15-13.45h
2nd feedback sessions:	Tuesday, November 24, 2020, 12.15-13.45h
1st final group presentations:	Tuesday, December 8, 2020, 12.15-13.45h
2nd final group presentations:	Tuesday, December 15, 2020, 12.15-13.45h

## Location:

See <https://www.vorlesungen.unizh.ch>

Andreasstrasse 15, AND, room to be communicated

## Further information:

[www.market-research.uzh.ch](http://www.market-research.uzh.ch).

## Registration:

Don't forget to officially register yourself using the registration tools at the University of Zurich AFTER you have received our informal acceptance notification.

## Note:

This information in the syllabus supports the official information in the electronic university calendar (VVZ - Vorlesungsverzeichnis). In cases of doubt, the official information at the VVZ is valid.

## Application Procedure (IMPORTANT):

To apply for the seminar, please, send us an **E-mail** till 09.09.2020 including:

a) a short motivation letter

b) your cv

c) your grades

d) and answer the following question shortly:

1. I have my own digital presence and would like to work on on that:
2. I would like to participate in someone else's digital presence:

You own a digital presence IF you are:

- a social media influencer, or
- have your own brand or product online, or
- work in a context having a digital presence that you can co-design and work with.

Please, tell us the URL to your pages or the social media handle:

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Students who will offer and bring in their own digital marketing projects are preferred in the seminar.

If we have more than four students who want to work on their digital presence, all can present their idea in the kick-off meeting (instructions follow) and all other participating fellow students decide in which topic they want to participate. The top 4 selected projects are chosen for the seminar.

## Confirmation:

If you receive our positive confirmation by **11.09.2020** you are asked and allowed to officially book this seminar using the **Modulbuchungstool**. Booking the seminar without a positive confirmation from our Chair is not implying the right to attend the course. In this case the course will be graded as failed.

# 1. INTRODUCTION AND OBJECTIVE

“The Internet is becoming the town square for the global village of tomorrow”

**Bill Gates**

“The Internet is the first thing that humanity has build that humanity doesn’t understand, the largest experiment in anarchy that we have ever had”

**Eric Schmidt**

## Course Purpose

This seminar is designed to meet the needs of marketing undergraduates. It is intended for future managers in all areas of modern marketing interested in planning, preparing, developing and evaluating integrated marketing campaigns across different media outlets.

Students will first learn to understand modern marketing thinking, techniques and second will apply this knowledge in their own presentation. All presentations will be discussed in the classroom in order to enhance the effectiveness of each given marketing technique and presentation.

In this seminar, we’ll form four groups. The task is to co-design a concrete social media-campaign, bring it to life, measure its impact and communicate the results in the seminar.

## Learning Objectives

The course readings, discussions, workshops, and projects are designed to:

- Provide students with fundamental concepts related to modern marketing;
- Help students integrate these concepts and applications into their own planning, preparing, and delivering of integrated marketing campaigns across different media outlets;
- Enhance basic competency in the areas of critical thinking, communication and interpersonal skills.
- Improve participants’ self-confidence in presentations.

## Course Material

Students have access to a web-based e-learning platform (OLAT) to download the material presented in class. Students also benefit from complementary information available online and in the library.

The main materials used in this course are:

- The slides presented and discussed in class.
- A series of articles to study.
- Students will also develop material that is to be shared by all other participants in the course.
- Thus, they need to send their material to the lecturer so that all material can be published online on the eLearning space.

## 2. COURSE PROJECTS

### Digital Marketing

This course provides an introduction to modern marketing thinking, the integration of traditional and new media, techniques and applications to real world problems. Each semester, we are re-designing the content of our class. In the following you'll find this year's structure:

The topic of this year's Digital Marketing seminar is marketing campaigning of own content. This is different from last years, in which we worked on other's content (i.e. organizations). This year we focus everything on *your brand, your products and your digital marketing presence*. The student's objective couldn't been easier than that:

Specify the objective, create a digital marketing campaign to reach the objective, develop and apply the campaign, measure its results and discuss insights and take-aways.

### Schedule:

#### 1st meeting Tuesday, 22.09.20, 12.15-13.45h:

Welcome, introduction to the seminar, group forming, group matching with topic, groups receive the briefing of the project objective and ideas for a marketing campaign, groups are matched to one other group they need to give feedback to.

Objectives of the week: Within your group, create first ideas for digital marketing campaigns, write down ideas, questions, first answers up until the next meeting.

#### 2nd meeting Tuesday, 29.09.20, 12.15-13.45h

Groups are able to discuss their initial ideas, receive feedback and identify areas that need further improvements.

Objectives of the week: Write-down your full marketing campaign concept and submit it up until 30.09.2020 to Alex.Mari@business.uzh.ch.

### **3rd meeting Tuesday, 20.10.20, 12.15-13.45h**

Marketing campaigns have to be presented in a short format (5 minutes) to the seminar. Afterwards, 5 minutes general discussion.

Objectives of the week: Improve the concept. During the campaign, students have always to verify:

What they have done?

How successful this was?

How they reacted and what they potentially changed?

How successful the change was?

Overall success of the campaign measured by traditional KPIs?

### **4th meeting Tuesday, 24.11.20 12.15-13.45h**

Only if necessary on request.

Thursday, 03.12.20 12am - Submission of the final presentation to Alex Mari as well as all the members of the group you will be challenging during the final presentation.

### **5th meeting Tuesday, 8.12.20, 12.15-13.45h**

Final presentations of the first three student's campaigns (groups 1-2).

### **5th meeting, Tuesday, 15.12.20, 12.15-13.45h**

Presentation of the second three student's campaigns (groups 3-4) to the seminar following this structure:

- Introduction of digital presence (3 slides)
- Analyzing the status quo of the digital presence (7 slides)
- Objective for campaign (1 slide)
- Wrap-up of initial group ideas for campaign (4 slides)
- Presentation of the campaign (20 slides)
- Discussion of the outcomes, reaching the objective and learnings (max. 15 slides)

### **Objectives:**

A very detailed PPT has to be delivered following the structure listed above.

Every group is matched to a challenge group. The former group has to moderate the final presentation of the latter group and give feedback to them (challenge).

The whole seminar is designed as a workshop and learning will be on the job, not through lectures.

Overall, we believe that this seminar will be a great learning on the job that offers students fantastic insights into the work of video creatives. We hope to see you in class!

### 3. COURSE EVALUATION

#### What we will grade:

Grades are based on the following criteria:

- your group digital marketing campaign (50%)
- your group presentation (20%)
- your group challenge (10%)
- your group leadership or seminar participation (10%)
- your average peer evaluation score (10%)

#### How we will grade:

We'll grade:

- The creativity, quality, logic and comprehensibility of your campaign concerning a digital marketing impact.
- The documentation and presentation quality of your project.
- The creativity, quality, logic and comprehensibility of your group project concerning a digital marketing impact as well as your capacity to learn from your analytics and finetune the campaigns.
- The leadership through which you guided your group OR participated in the seminar.
- The documentation and delivery of the group projects.

## 4. ACADEMIC FRAUD

The Honor Code of the University of Zurich applies to all work in this course, and will be strictly enforced. The intent of the Honor Code in this course is to ensure that each student claims and receives credits for his/her own efforts. Violations to this are called academic fraud.

### Definition

We follow and enforce the guidelines concerning plagiarism of the University of Zurich. Hereby, we want to ensure that students claim credits explicitly for on efforts.

Academic fraud is an act by a student, which may result in a false academic evaluation of that student or of another student. Without limiting the generality of this definition, academic fraud occurs, when a student commits any of the following offenses:

1. Commits plagiarism or cheating of any kind.
2. Submits a work of which the student is not the author, in whole or in part (except for duly cited quotations or references). Such work may include an academic paper, an essay, a test, an exam, a research report, and a thesis, whether written, oral, or in another form.
3. Presents research data, which has been falsified or concocted in any way.
4. Attributes a purported statement of fact or reference to a source which has been concocted.
5. Submits the same piece of work or a significant part thereof for more than one course, or a thesis or other work which has already been submitted elsewhere, without written authorization of the professors concerned and/or of the academic unit concerned.
6. Falsifies an academic evaluation, misrepresents an academic evaluation, uses a forged or falsified academic record or supporting document, or facilitates the use of a falsified academic record or supporting document.
7. Undertakes any other action for the purpose of falsifying an academic evaluation.

# APPENDIX

## Peer Evaluation Score

This is your peer evaluation form. The objective of using this is that we do not want to have free riders. Each group member has to submit this evaluation form. The information in this evaluation sheet will be kept in the strictest confidence. In the following, you must assign up to 6 points per group member based upon the following points:

- Willingness to carry out assigned objectives within the group
- Ability to meet deadlines
- Cooperation with other group members
- Quality of individual's work
- Individual's overall contribution

Please rate in the following each individual of your group excluding yourself. I will calculate an average value of how your group members judge you. Please write the name of each individual group member and proceed with the points you have given. If you want, you can add comments below.

Your Name: \_\_\_\_\_ #### \_\_\_\_\_

Your Student's ID: \_\_\_\_\_ #### \_\_\_\_\_

Group: \_\_\_\_\_ Twitter: \_\_\_\_\_

Name of group members	Points
####	6
####	3

Comments:

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Date & Signature: \_\_\_\_\_ #### \_\_\_\_\_