



Ljubljana Summer School
“Take the Best from East & West”
4 – 22 July 2022

Digital and Social Media Marketing

Bachelor (final year) & Master course (ECTS: 7)

14.00 – 16.30

SKARE Vatroslav

University of Zagreb, Faculty of Economics and Business, Croatia

Course objectives and learning outcomes:

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.

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).



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Course syllabus/Daily topics:

PROGRAMME DAY	ACTIVITY/TOPIC/SESSION
Monday, 4 July	LSS Welcome session (no lectures)
Tuesday, 5 July	Introduction to digital and social media marketing How digital technologies are transforming marketing; Key terms and concepts; Distinctive properties of digital marketing
Wednesday, 6 July	Digital media landscape Paid-Owned-Earned media; Social media platforms
Thursday, 7 July	New role of the consumer in the digital environment Consumer decision journey/path; Consumer engagement; Permission marketing; Prosumers & Co-creation; Consumer behaviour models
Friday, 8 July	Strategic approach to digital and social media marketing Digital marketing strategy framework; Digital analytics; Key performance indicators
Monday, 9 July	Branding in the digital environment Shift of power from brands to consumers; Consumer empowerment; Anti-branding
Tuesday, 12 July	Content strategy & Search-engine optimization (SEO) Properties of digital content; Choosing relevant content types; Content development; User-generated content; On-site & off-site SEO
Wednesday, 13 July	Managing interactions in social media, storytelling & viral marketing Benefits of viral marketing & storytelling; Viral content development and deployment; Crafting stories in the social media context; Community management.
Thursday, 14 July	Developing and managing digital and social media presence User experience (UX) & User Interface (UI); Usability
Monday, 18 July	Digital marketing communication activities (Part 1) PPC advertising; Display advertising; Programmatic media buying



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Tuesday, 19 July	Digital marketing communication activities (Part 2) Native advertising; Direct e-mail and newsletters
Wednesday, 20 July	No lectures (preparation for final examination)
Thursday, 21 July	Final examination / Project presentations
Friday, 22 July	Meeting hours with students & LSS Farewell session

Teaching methods and tools/software used:

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.

Course materials/List of readings:

- Stokes, R. and The Minds of Red&Yellow (2018) eMarketing: The essential guide to marketing in a digital world, 6th Edition. Red & Yellow. [available online: <https://www.redandyellow.co.za/textbook/>]
- Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22-45.
- Corcoran, S. (2009). Defining Earned, Owned and Paid Media. *Forrester Blogs*.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Deighton, J., & Kornfeld, L. (2009). Interactivity's Unanticipated Consequences for Marketers and Marketing, *Journal of Interactive Marketing* 23(1), 4-10.
- Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009). The consumer decision journey. *McKinsey Quarterly*, 3, 1-11.
- Edelman, D. C., & Singer, M. (2015). Competing on Customer Journeys. *Harvard Business Review*, November Issue.
- Pay, K. (2015). Leveraging psychology in digital marketing. *Marketo*.
- van Bommel, E., Edelman, D., & Ungerman, K. (2014). Digitizing the consumer decision journey. *McKinsey & Company*.
- Lay, J. R. (2014). Digital Personas. *Credit Union Management*, 3, 34-37.
- Web Analytics Association (2008). *Web Analytics Definitions*.
- 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.
- Kohli, C., Suri, R., & Kapoor, A. (2015). Will social media kill branding? *Business Horizons*, 58, 35-44.
- Krishnamurthy, S., & Umit Kucuk, S. (2009) Anti-branding on the internet. *Journal of Business Research*, 62, 1119-1126.



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- Rydén, P., Kottika, E., Hossain, M., Skare, V., & Morrison, A. M. (2020). Threat or treat for tourism organizations? The Copenhagen Zoo social media storm. *International Journal of Tourism Research*, 22(1), 108-119.
- Rowley, J. (2008). Understanding digital content marketing. *Journal of Marketing Management*, 24(5-6), 517-540.
- 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.
- Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2013). Managing Brands in the Social Media Environment. *Journal of Interactive Marketing*, 27, 242–256.
- Pulizzi, J. (2012). The Rise of Storytelling as the New Marketing. *Publishing Research Quarterly*, 28(2), 116-123.
- Kaplan, A. M., & Haenlein, M. (2011) Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. *Business Horizons*, 54, 253-263.
- Berger, J., & Milkman, K. M. (2011) What Makes Online Content Viral? *Journal of Marketing Research*, 49, 192-205.
- Shobeiri, S., Mazaheri, E., & Laroche, M. (2014). Improving customer website involvement through experiential marketing, *The Service Industries Journal*, 34(11), 885-900.
- 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.
- Taylor, C. R. (2009). The Six Principles of Digital Advertising. *International Journal of Advertising*, 28(3), 411-418.

Examination methods and evaluation criteria (weighted categories):

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 online exam will consist of scenario/problem-solving multiple choice questions.



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Grading scale:

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	

Short course leader(s) biography:

Vatroslav Skare, PhD, is an Associate Professor at the Marketing Department of the Faculty of Economics & Business, University of Zagreb, Croatia. Fields of his teaching and research interest are digital marketing, product management and services marketing. He regularly visits universities in Slovenia, Austria, Hungary, and Lithuania in the capacity of a visiting professor and guest lecturer. His research is currently focused on social media storms and privacy concerns. He is one of the technical editors for the scientific marketing journal Market-Trziste and member of the editorial board of the scientific journals Forum on Economics and Business (Közgazdász Fórum) and Central European Business Review. His academic activities also include active participation in academic and professional organizations, and teaching at executive education programs by using business simulations (Markstrat). As a consultant, he has been involved in marketing projects in different industries, including Tourism, Retail, Publishing & Media, ICT, and Real Estate.