BMA5533 Marketing in the Digital Age

Lecturer: Mr Ang Eu Gene

Semester: Special Term II, AY2015/2016

Course Description
The digital landscape has changed the way marketers acquire and interact with their customers and community. The rise of search engines, social media, and the mobile revolution change the landscape that marketers operate in. Customer behaviour has also evolved, and marketers are presented with the multi-screen, mobile and socially networked customers.

Marketing, sales and communications professionals today cannot ignore the impact of these rapid changes in the marketing landscape. Marketers must understand and adopt digital marketing, and integrate digital marketing strategies and tactics into the overall marketing plan.

This course provides an intensive introduction to the new marketing concepts, and the broad spectrum of digital marketing. It starts with a review of how the digital revolution changes online consumer behaviour. It then explores the essential ingredients of digital marketing including online customer journey, online market and competitive research, content marketing, web analytics and big data.

Students will then be introduced to online customer acquisition tools including paid search, web advertising, search engine optimization (SEO), marketing automation and other relevant tools. This will be followed by an intensive review of content marketing and customer engagement platforms like social media, content marketing, video, blogs, mobile, native apps, and emerging channels.

The class will wrap up with a digital strategy framework, setting of digital goals and KPIs, multi-channel marketing and reviewing returns-on-investment (ROI) of digital marketing investments.

Take-Aways
This practice-oriented course will help students to:

- Appreciate the way digital revolution has changed and shaped customer behaviour
- Understand the online customer journey
- Learn how to research your market demand, trends and competition in a fast, low-cost and efficient manner
- Understand how to weave together acquisition and engagement tools to deliver an efficient digital marketing strategy
- Gain a deeper insight into online/offline integration and multi-channel marketing
- Appreciate the constant state of flux that is online, and heighten your sense of awareness of emerging new technologies and opportunities that can serve to
- Use a digital strategy framework to create a digital marketing plan that integrates with traditional marketing
- Learn how to use analytics and measure online campaign effectiveness and ROI
**Grading:**
30%  Group Project (Group presentation at the final week on digital strategy recommendation)
30%  Test I (Individual Test – 60 minutes)
30%  Test II (Individual Test – 60 minutes)
10%  Class Participation (Attendance, preparation, discussion)

**Course Schedule**

<table>
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<tr>
<th>Week</th>
<th>Date (2016)</th>
<th>Topic of Discussion</th>
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| 1    | Saturday 25 June | Marketing in the Digital Age: The Digital Landscape, New Marketing Paradigm & Online Customer Journey  
| 2    | Saturday 2 July | Introduction to Online Customer Acquisition Tools – E-mail Marketing and Marketing Automation  
Paid Search Advertising |
| 3    | Saturday 9 July | Online Customer Acquisition Tools: Search Engine Optimization (SEO), Display Advertising  
**INDIVIDUAL MINI TEST I** |
| 4    | Saturday 16 July | Content Marketing and Customer Engagement Channels: Social Media Marketing, Mobile Marketing, Video Marketing, Blog Platforms, Apps |
| 5    | Saturday 23 July | Digital Measurement and KPIs, Web Analytics  
Multi-attribution tracking, content experiments  
**INDIVIDUAL MINI TEST II** |
| 6    | Saturday 30 July | Future of Digital Marketing  
**GROUP PROJECT PRESENTATION** |