

Syllabus

1. Programme information

| | |
|------------------------|---|
| 1.1. Institution | THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES |
| 1.2. Faculty | Business Administration in Foreign Languages |
| 1.3. Departments | Department of Business Administration in foreign languages (UNESCO chair) |
| 1.4. Field of study | Business Administration |
| 1.5. Cycle of studies | Master Studies |
| 1.6. Education type | Full-time |
| 1.7. Study programme | Digital business and innovation |
| 1.8. Language of study | English |
| 1.9. Academic year | 2021-2022 |

2. Information on the discipline

| | | | | | | | | | |
|--------------------|--|-----------------------------------|----------|-------------------------|-------------|-------------------------------|-------------------------|-----------------------------|----------|
| 2.1. Name | Digital communication strategies and social media analytics | | | | | | | | |
| 2.2. Code | 21.0295IF1.2-0005 | | | | | | | | |
| 2.3. Year of study | 1 | 2.4. Semester | 2 | 2.5. Type of assessment | Exam | 2.6. Status of the discipline | O | 2.7. Number of ECTS credits | 6 |
| 2.8. Leaders | C(C) | lect.univ.dr. ROȘCA I VLAD | | | | | vlad.rosca@fabiz.ase.ro | | |
| | S(S) | lect.univ.dr. ROȘCA I VLAD | | | | | vlad.rosca@fabiz.ase.ro | | |

3. Estimated Total Time

| | |
|---|----------------|
| 3.1. Number of weeks | 14.00 |
| 3.2. Number of hours per week | 3.00 of which |
| | C(C) 1.00 |
| | S(S) 2.00 |
| 3.3. Total hours from curriculum | 42.00 of which |
| | C(C) 14.00 |
| | S(S) 28.00 |
| 3.4. Total hours of study per semester (ECTS*25) | 150.00 |
| 3.5. Total hours of individual study | 108.00 |
| <i>Distribution of time for individual study</i> | |
| Study by the textbook, lecture notes, bibliography and student's own notes | 40.00 |
| Additional documentation in the library, on specialized online platforms and in the field | 40.00 |
| Preparation of seminars, labs, assignments, portfolios and essays | 20.00 |
| Tutorials | 3.00 |
| Examinations | 4.00 |
| Other activities | 1.00 |

4. Prerequisites

| | |
|---------------------|--|
| 4.1. of curriculum | - Marketing - Business Administration - Customer Relationship Management - Entrepreneurship |
| 4.2. of competences | |

5. Conditions

| | |
|--------------|--|
| for the C(C) | In the academic year 2020-2021, lectures are held online due to the Covid-19 pandemic. |
| for the S(S) | In the academic year 2020-2021, the seminar is held online due to the Covid-19 pandemic. |

6. Acquired specific competences

| | | |
|--------------|----|--|
| PREFESSIONAL | C1 | |
|--------------|----|--|

7. Objectives of the discipline

| | |
|--------------------------|--|
| 7.1. General objective | The course aims to develop the knowledge and skills needed by students for a digital marketing analyst/manager position within a business. The course aims to develop the knowledge and skills needed by students for growing their own business through digital marketing. |
| 7.2. Specific objectives | At the end of this course, students will be ready to: - Discuss the role and purpose of the digital marketing specialist function; - Understand the importance played by digital marketing nowadays; - Discuss about the opportunities of big data; - Create a content strategy for a business; - Create a digital marketing strategy for a business. |

8. Contents

| 8.1. C(C) | | Teaching/Work methods | Recommendations for students |
|-----------|---|---|------------------------------|
| 1 | Introduction to Digital Marketing | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 2 | Start with the Customer. 2.1 Customer particularities nowadays. 2.2 The Digital Customer 2.3 Digital Natives 2.4. Online behavior of Digital Customers and Digital Natives. | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 3 | Online CRM: Acquire customers online and keep them loyal to the business | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |

| | | | |
|----|--|---|--|
| 4 | Online Advertising | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 5 | Social Media (Part 1) 1. Social Media Landscape 2. Social Media Channels | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 6 | Social Media (Part 2) 1. Social Media Content 2. Marketing your Content | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 7 | Social Media Advertising: Running a Social Media Campaign | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 8 | Content Strategy 8.1. Plan your content strategy 8.2. Create content 8.3. Distribute content 8.4. Measure impact | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 9 | Digital Branding | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 10 | E-Mail Marketing | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 11 | Online Privacy and Policy Implications | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 12 | Digital Marketing for Entrepreneurs (part 1) 12.1. Entrepreneurship and Digital Marketing 12.2. How Entrepreneurs can use Digital Marketing to grow their business | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |

| | | | |
|----|---|---|--|
| 13 | Digital Marketing for Entrepreneurs (part 2) 13.1. Start-ups and Digital Marketing 13.2. Raising your start-up followership through Digital Marketing | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |
| 14 | Special topics and Recap | - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; | |

Bibliography

- -Damian Ryan , Understanding digital marketing : marketing strategies for engaging the digital generation, available at: Sala de lectura “Paul Bran”, 658.872 RYA, Kogan Page, London, 2014, Marea Britanie
- -Simon Kingsnorth , Digital marketing strategy : an integrated approach to online marketing, available at: Sala de lectura “Paul Bran”, 658.872 KIN, Kogan Page, London, 2016, Marea Britanie
- - Dave Chaffey, Paul Russel Smith , Emarketing excellence: planning and optimizing your digital marketing, available at: Sala de lectura “Paul Bran”, 658.872 CHAe, Routledge, London, 2013, Martinica

| 8.2. S(S) | | Teaching/Work methods | Recommendations for students |
|-----------|--|---|------------------------------|
| 1 | Introductory seminar | - overall seminar presentation; - first student interaction - seminar requirement presentation; - presentation of evaluation system at the seminar; - exercises | |
| 2 | Exercises and debates on Digital Marketing | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 3 | Exercises and debates on Online CRM | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 4 | Exercises and debates on Online Advertising | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 5 | Exercises and debates on Social Media Advertising (part 1) | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |

| | | | |
|----|--|---|--|
| 6 | Exercises and debates on Social Media Advertising (part 2) | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 7 | Exercises and debates on Content Strategy (part 1) | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 8 | Exercises and debates on Content Strategy (part 2) | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 9 | Exercises and debates on Digital Branding | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 10 | Exercises and debates Digital Marketing for Entrepreneurs (part 1) | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 11 | Exercises and debates Digital Marketing for Entrepreneurs (part 2) | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 12 | Exercises and debates on Search Engine Marketing | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 13 | Exercises and debates on Online Privacy and Policy Implications | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; | |
| 14 | Recap | - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises - final conclusions for the seminar | |

Bibliography

- Damian Ryan , Understanding digital marketing : marketing strategies for engaging the digital generation, available at: Sala de lectura “Paul Bran”, 658.872 RYA, Kogan Page, London, 2014, Marea Britanie
- Simon Kingsnorth , Digital marketing strategy : an integrated approach to online marketing, available at: Sala de lectura “Paul Bran”, 658.872 KIN, Kogan Page, London, 2016, Marea Britanie
- Dave Chaffey, Paul Russel Smith , Emarketing excellence: planning and optimizing your digital marketing, available at: Sala de lectura “Paul Bran”, 658.872 CHAe, Routledge, London, 2013, Mauritania

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The course content was correlated with local business requirements.

10. Assessment

| Type of activity | Assessment criteria | Assessment methods | Percentage in the final grade |
|---------------------------------------|---|---|-------------------------------|
| 10.1. S(S) | Ongoing evaluation | Active participation in debates and exercises, simulations, homework | 40.00 |
| 10.2. Final assessment | Summative assessment | Due to the Covid-19 pandemic, written or oral examination, online or face to face, depending on the epidemiological context in spring 2021. | 60.00 |
| 10.3. Modality of grading | Whole notes 1-10 | | |
| 10.4. Minimum standard of performance | The attendance at the final assessment (exam) is mandatory, otherwise the student is declared rejected. Obtaining minimum 50 points. | | |

Date of listing,
02/22/2023

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,