

Syllabus

1. Program information

1.1. Institution	BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Business Administration
1.4. Field of study	Business Administration
1.5. Cycle studies	Master Studies
1.6. Education type	Full-time
1.7. Program study	Digital Business and Innovation
1.8. Language study	English
1.9. Academic year	2020-2021

2. Course information

2.1. Name	Digital Communication Strategies and Social Media Analytics								
2.2. Code									
2.3. Years of studies	1	2.4. Semester	2	2.5. Assessment type	Exam	2.6. Course type	O (Mandatory)	2.7. No. of ECTS	6
2.8. Leaders	Lect. univ.dr. Vlad Rosca								

3. Total estimated 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)	175.00
3.5. Total hours of individual	108.00
Time distribution for individual study	
Study the textbook, course support, bibliography and notes	40.00
Further reading in the library, on the online platforms and field	40.00
Preparing seminars, labs, homework, portfolios and essays	20.00
Tutoring	3.00
Examinations	4.00
Other activities	1.00

4. Prerequisites

4.1. About curriculum	- Marketing - Business Administration - Customer Relationship Management - Entrepreneurship
4.2. About skills	

5. Requirements

for C(C)	The lectures will be delivered in room equipped with teaching multimedia and connected to internet.
for S(S)	The lectures will be delivered in room equipped with teaching multimedia and connected to internet.

6. Skills covered

Professional	C1	Identification, in-depth analysis, interpretation and development of concepts within the business administration field, in correlation with information technology trends
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7. Course objective

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: <ul style="list-style-type: none"> - 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. Course contents

8.1. C(C)		Teaching methods	Advices
1	Introduction to Digital Marketing	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	

2	<p>Start with the Customer.</p> <p>2.1 Customer particularities nowadays.</p> <p>2.2 The Digital Customer</p> <p>2.3 Digital Natives</p> <p>2.4. Online behavior of Digital Customers and Digital Natives.</p>	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; 	
3	<p>Online CRM: Acquire customers online and keep them loyal to the business</p>	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; 	
4	<p>Online Advertising</p>	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; 	
5	<p>Social Media (Part 1)</p> <p>6.1. Social Media Landscape</p> <p>6.2. Social Media Channels</p>	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; 	
6	<p>Social Media (Part 2)</p> <p>7.1. Social Media Content</p> <p>7.2. Marketing your Content</p>	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; 	
7	<p>Social Media Advertising: Running a Social Media Campaign</p>	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; 	
8	<p>Content Strategy</p> <p>8.1. Plan your content strategy</p>	<ul style="list-style-type: none"> - lectures and student involvement in lectures 	

	8.2. Create content 8.3. Distribute content 8.4. Measure impact	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;	
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Bibliography:

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

8.2. S(S)		Teaching methods	Advices
1	Introductory seminar	- overall seminar presentation; - first student interaction - seminar requirement presentation; - presentation of evaluation system at the seminar; - exercises for the Financial Statements, Financial Decision Making and the Law of One Price	
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	

		<ul style="list-style-type: none"> - student involvement in preparing and discussing case studies and the related exercises - final conclusions for the seminar 	
<p>Bibliography:</p> <ul style="list-style-type: none"> - Damian Ryan (2014) <i>Understanding digital marketing : marketing strategies for engaging the digital generation</i>, London, Kogan Page (available at: Sala de lectura “Paul Bran”, 658.872 RYA) - Simon Kingsnorth (2016) <i>Digital marketing strategy : an integrated approach to online marketing</i>, London, Kogan Page (available at: Sala de lectura “Paul Bran”, 658.872 KIN) - Dave Chaffey, Paul Russel Smith (2013) <i>Emarketing excellence : planning and optimizing your digital marketing</i>, London, Routledge (available at: Sala de lectura “Paul Bran”, 658.872 CHAe) 			

9. Course contents corroboration with the demands of epistemic community representatives, professional associations and representative employers

The course content was correlated with local business requirements.

10. Assessment

Activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Progressive assessment	Active participation in debates and exercises, simulations	40.00
10.2. Final assessment	Summative assessment	Exam	60.00
10.3. Grading scale	Whole grades 1-10		
10.4. Minimum performance standard	The attendance at the final assessment (exam) is mandatory, otherwise the student is declared rejected. Obtaining minimum 50 points.		

Completion date,
09.12.2019

Instructors,