

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	2023-2024

2. Information on the discipline

2.1. Name	Digital communication strategies and social media analytics								
2.2. Code	23.0295IF1.2-0005								
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)	conf.univ.dr. ROȘCA I VLAD					vlad.rosca@fabiz.ase.ro		
	S(S)	Asociat dr. GRUBER KATHRIN							

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	<ul style="list-style-type: none"> - Marketing - Business Administration - Customer Relationship Management - Entrepreneurship
4.2. of competences	<p>Students will need to bring in past and gathered experiences and demonstrate required rhetoric for digital communication requirements.</p> <p>Students are expected to apply acquired knowledge in order to make socio-economic analyses of given digital communication contexts in organizations.</p> <p>Students also need to:</p> <ul style="list-style-type: none"> - Understand the mechanisms of organizational processes; - have the ability to use management concepts; - know the functioning mechanism of markets (national and international). <p>Students must have a good knowledge of the language in which the subject is taught (at least C1 level in writing, speaking and understanding), so that they can:</p> <ol style="list-style-type: none"> a) understand a wide range of longer concepts and recognize their meaning; b) express their ideas fluently and constantly; c) use the language flexibly and effectively for the academic purposes of the course; d) produce clear, well-structured, detailed texts on complex subjects, which show the controlled use of digital communications.

5. Conditions

for the C(C)	<p>Computer, video projector, internet access, multimedia, active participation of students.</p> <p>Students are expected to participate in all course activities and to read additionally before the activities didactic so that he can contribute to discussions. The students' contribution will be evaluated through the active participation of them in the discussions and exercises in class, both qualitatively and quantitatively.</p>
for the S(S)	<p>Computer, video projector, internet access, multimedia, active participation of students.</p> <p>Students are expected to participate in all course activities and to read additionally before the activities didactic so that he can contribute to discussions. The students' contribution will be evaluated through the active participation of them in the discussions and exercises in class, both qualitatively and quantitatively.</p>

6. Acquired specific competences

PREFESSIONAL	C1	
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7. Objectives of the discipline

7.1. General objective	<p>The course aims to develop the knowledge and skills needed by students for a digital marketing analyst/manager position within a business.</p> <p>The course aims to develop the knowledge and skills needed by students for growing their own business through digital marketing.</p>
7.2. Specific objectives	<p>At the end of this course, students will be ready to:</p> <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. 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 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 Advertising: Running a Social Media Campaign	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
7	Digital Branding	- 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	<ul style="list-style-type: none"> - overall seminar presentation; - first student interaction - seminar requirement presentation; - presentation of evaluation system at the seminar; - exercises 	
2	Exercises and debates on Digital Marketing	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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)	<ul style="list-style-type: none"> - 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)	<ul style="list-style-type: none"> - 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)	<ul style="list-style-type: none"> - 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)	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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 contents of the courses were developed based on the recommendations of the advisory board of the faculty, respectively based on the feedback transmitted by the business environment.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Ex officiu		10.00

10.2. S(S)	<p>Ongoing evaluation [ENG] Collaboration, cooperation, active involvement in discussions, based on following skills: APPLICATIVE = Students are able to apply concepts and skills learnt during the module to answer the questions in class or in their assignments. ANALYTICAL = Students can draw connections between complex ideas, think critically, make judgments, and develop solutions to answer in class or in the assignments. COLLABORATION of students = Work with others on a defined task and in ways where every individual contributes. CREATIVITY of students = Facilitate insight or change based on new and original approaches</p>	Active participation in debates and exercises, simulations, homework	40.00
10.3. Final assessment	<p>Summative assessment APPLICATIVE = Students are able to apply the concepts learned during the course to answer the exam questions. ANALYTICAL = Students can make connections between complex ideas, demonstrate critical thinking, make value judgments and develop solutions to answer the exam questions.</p>	Written exam	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	<p>The attendance at the final assessment (exam) is mandatory, otherwise the student is declared rejected.</p> <p>Obtaining minimum 50 points.</p> <p>+</p> <ul style="list-style-type: none"> - Content standards = comprehensive descriptions of the knowledge and skills that students are expected to acquire during the course. It covers the important and enduring ideas, concepts, issues and insights associated with digital communications. Skills include ways of thinking, working, communicating, reasoning and investigating, characteristic of the Digital Communications course. -Performance standards = Students must demonstrate that they have mastered the skills and knowledge provided by the content standards to answer questions related to digital communications. -Critical Thinking = Students demonstrate critical thinking skills sufficient for entrepreneurial judgment and problem solving in a digital economy. -Communication standards = the ability to communicate clearly, to present one's ideas clearly. 		

Date of listing,
04/26/2024

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,