

AMEM06 DIGITAL MARKETING SPECIALIZATION

UNIT-1 MARKETING IN A DIGITAL WORLD

- 1.1 This course examines how digital tools, such as the Internet, smartphones, and 3D printing, are revolutionizing the world of marketing by changing the roles and practices of both firms and consumers.
- 1.2 Marketing in a Digital World is one of the most popular courses on Coursera with over 250,000 Learners and is rated by Class Central as one of the Top 50 MOOCs of All Time.

UNIT-2 DIGITAL MARKETING ANALYTICS IN THEORY

- 2.1 Successfully marketing brands today requires a well-balanced blend of art and science.
- 2.2 This course introduces students to the science of web analytics while casting a keen eye toward the artful use of numbers found in the digital space.
- 2.3 The goal is to provide the foundation needed to apply data analytics to real-world challenges marketers confront daily.
- 2.4 Students will learn to identify the web analytic tool right for their specific needs; understand valid and reliable ways to collect, analyze, and visualize data from the web; and utilize data in decision making for agencies, organizations or clients.
- 2.5 Digital Analytics for Marketing Professionals: Marketing Analytics in Theory is the first in a two-part series of complementary courses and focuses on the background information and frameworks analysts need to be successful in today's digital business world.

UNIT-3 DIGITAL MARKETING ANALYTICS IN PRACTICE

- 3.1 Successfully marketing brands today requires a well-balanced blend of art and science.
- 3.2 This course introduces students to the science of web analytics while casting a keen eye toward the artful use of numbers found in the digital space.
- 3.3 The goal is to provide the foundation needed to apply data analytics to real-world challenges marketers confront daily.
- 3.4 Students will learn to identify the web analytic tool right for their specific needs; understand valid and reliable ways to collect, analyze, and visualize data from the web; and utilize data in decision making for agencies, organizations or clients.
- 3.5 Digital Analytics for Marketing Professionals: Marketing Analytics in Practice is the second in a two-part series of complementary courses and focuses on the skills and practical abilities analysts need to be successful in today's digital business world.

UNIT-4 DIGITAL MEDIA AND MARKETING PRINCIPLES

- 4.1 The digital revolution has led to a titanic shift in the landscape of the marketing communication, while also creating new opportunities for businesses to reach and engage consumers through smart, social, and mobile media technologies.
- 4.2 In this course, you will learn about the impacts of digital technologies on marketing communication strategies and practices.

- 4.3 By understanding the underlying processes of marketing communication and the core features of new media technologies, you can strategically select the appropriate channels to deliver the right marketing message to the right audience at the right moment.

UNIT-5 DIGITAL MEDIA AND MARKETING STRATEGIES

- 5.1 The proliferation of digital technology gives businesses a diverse new set of tools to reach, engage, monitor, and respond to consumers to an unprecedented degree.
- 5.2 The aggregated and voluminous digital data can also be leveraged to better target specific consumer segments.
- 5.3 Following the Digital Marketing Channels: The Landscape, this course aims to give you a deeper understanding of core processes of planning a digital marketing campaign and the role of various digital channels in an integrated marketing communication.

UNIT-6 MARKETING IN AN ANALOG WORLD

- 6.1 Our new Digital World is dramatically changing the way in products are created, promoted, distributed, and consumed.
- 6.2 Although these changes have been revolutionary, we still live in an Analog (or physical) World.
- 6.3 For example, even today, over 90% of all sales are still conducted in Analog stores.
- 6.4 Thus, both marketers and consumers must simultaneously navigate both the Analog and Digital Worlds on a daily basis.
- 6.5 Although the Digital Revolution has received considerable attention in recent years, the impact of this revolution upon the Analog World has been largely ignored.
- 6.6 This course examines this issue by asking, "How has the Digital Revolution impacted Marketing in an Analog World?"
- 6.7 This course will begin with an exploration of the key differences between the Analog and the Digital and then examine four ways in which the Analog World has been affected by the Digital Revolution: Domination, Resistance, Synergy, and Transformation.
- 6.8 This course will contain several examples of each of these concepts and explore their implications for both marketers and consumers.
- 6.9 This course will also employ a variety of learning techniques, including video lectures, case studies, hands-on exercises, and interviews with leading marketing scholars.
- 6.10 The learning approach will be highly interactive; you will have the opportunity to engage in a variety of hands-on activities and be a member of a rich learning community.

UNIT-7 DIGITAL MARKETING CAPSTONE

- 7.1 This four-week Capstone of the Digital Marketing Specialization is designed to help you apply the principles you have learned in the previous courses.
- 7.2 This capstone course is designed to give you hands-on experience in executing a digital marketing campaign for a fictitious firm selling electronics.
- 7.3 In the previous courses on analytics and channels, you came up with strategies to identify a firm's objectives, specify a few key ones, research alternatives to reaching the customer in their decision journey and finally propose a multi-channel digital marketing plan.

- 7.4 In this capstone, you will execute a campaign, rather than creating another "plan". You will use an online simulation to do this.
- 7.5 You will be a marketing manager for a firm selling digital cameras online through their webstore.
- 7.6 You will be reviewing the products, pricing, margins, and historical sales.
- 7.7 You will create a targeted ad campaign after researching appropriate keywords for the products you are selling.
- 7.8 You will also review the basics of landing page design and search engine optimization. You will then create and execute an email campaign.
- 7.9 Once these campaigns are executed, you get feedback on the KPI's such as revenue, profits, traffic, conversions.
- 7.10 You will get an opportunity to redo this campaign, with new strategies, to improve your KPI's in the second round.

Reference Books:

1. Aric Rindfleisch, John M. Jones Professor of Marketing, Department of Business Administration
2. Kevin Hartman, Visiting Professor & Head of Analytics at Google, Gies College of Business
3. MikSe Yao, Professor of Digital Media, Department Head, Charles H. Sandage Department of Advertising..

