DIGITAL MARKETING SYLLABUS

Course code
DM101

Course schedule
Number of sessions: 12

- 18 hours of lectures (12 classes)
- 11 assignments
- 11 quizzes
- 22 hours of independent work
- 2 hours final examination
- 10 hours for group project

Total duration, including preparation and presentations: 50 hours

Course credits
5 ECTS

Faculty and contact details
Hubert Kratiroff

06 80 43 29 05 (for texting only)

« hubert.kratiroff@grenoble-em.com »

or « hubert@kratiroff.com »

Course goals and objectives

« The more we share ideas, the more we will get out of it! » HK

Digital innovations are powerful and have multiple impacts as they re-shape entire industries and value chains. They often tremendously reduce barriers to entry and open doors for a new generation of startups, entrepreneurs and innovators.

Digital Marketing (online marketing, marketing 3.0, eMarketing, web Marketing) is a very important and fast changing area of marketing management. This course demonstrates how internet/Web/online tools can be used to market directly and interactively to both customers and consumers. This course is made of 50 hours of lecture and presentation, discussions, independent work, quizzes and exercises.

After completing this module, you will be able to:

- Professionally and practically understand the digital world and the digital tools… even if you are a digital natives (and seem to know these things!)
- Have a complete overview of the big digital picture
- Classify every action in a more global approach
- Have a complete, exhaustive but superficial understanding of digital marketing world
- Know how a website, an application, a blog are made and can be ranked with SEM
- Know what Pay What You Want (PWYW) is analyze through a real-world case
- Know how to build brand awareness through content marketing and native advertising
- Understand the search business and why it is dominated by Google
- Understand the importance of content in branding strategy
- Dive in the sharing economy revolution
- Gain an understanding of data collection and analysis methods

COURSE CONTENT, OUTLINE and OVERVIEW

"The best marketing doesn't feel like marketing" Tom Fishburne

COURSE OUTLINE

1. FOMD: future of digital marketing

"The power is in the hands of the consumers" Paul Polman, Unilever CEO, in The Guardian 2011

In introduction to this numeric culture, we will start by defining the business, economic and technological context for digital marketing while providing an overview of some key themes that will define marketing in the early 21st Century.

- Digital marketing vs. general marketing strategy
- Numeric culture and digital transformation
- Digital native vs. GenY (and GenX and boomers…)
- NBIC in Digital Age (Emerging technologies: nano, bio, info, cognitive, robo)
- MoMaMa
- SoLoMo
- Soft power
- IOT and Cisco's "Internet of Everything"
- Web and online business influential people
  Case Study: SNCF business case

2. Inside web: general technical tools, tips & tricks

"Everybody should learn to program a computer, because it teaches you how to think" Steve Jobs

"The CMO will spend more on IT than the CIO" Mark Benioff

In this session, you won't learn how to code or program, but you will understand those who do, you will learn how to talk to them and how to manage a digital project. Digital marketing involves a lot of know how but it always begins or ends with a technical part… don't miss that!

- Registrar, TLD, sub domain, URL
- HTML and CSS code plus a little of JavaScript
- Web Responsive Design
- Tag, QRcode, API
- Web Design and trends
- The most famous CMS: WordPress
- Web browser
- ATAWAD
  Case Study: DM glossary & DM taxonomy

3. Digital Tools for Developing Innovative New Products and Setting the Right Prices

"Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations." Steve Jobs

How are products developed with the help of the smart mob? How are products priced in the digital world? You will learn how new digital tools are enabling consumer to take an active role in evaluating and setting prices they pay for products they purchase.

- Customer Co-Creation
- Digital Tools for Developing Innovative New Products
- Digital Concept: Pay What You Want
- Price Comparison Tools
- Role of product manager and MVP first approach
- IMC and CMO
- Different kind of innovation
  Case study: "Qui est le moins cher" LECLERC APP
  Case study: Qivivo business case

4. Digital Tools for Persuading Customers to Buy Your Products and e-commerce

« Marketing in the future is like sex. Only the losers will have to pay for it » Jon Bond, cofounder of Kirshenbaum Bond ad agency

How are products promoted in our digital world? You will learn how new digital tools are enabling customers to take a more active role in promotional activities. How are products being placed and distributed in our digital world? You will learn how new digital tools are altering the products distribution and revolutionizing the retail landscape.
- Promotion and Authenticity
- User Generated Content
- LoveMarks
- ZMOT: Zero Moment Of Truth by Google
- Consumer Decision Journey (CDJ)
- ROPO (research online / purchase offline)
- Placement and New Retail
- Marketplace
- 3D Printing
- DOOH
  Case Study: BrandZ from MillwardBrown/WPP

5. Content marketing & native advertising

"Marketing is no longer about the stuff that you make, but about the stories you tell" Seth Godin

The online world is a free and transparent world where not only the wealthy can reach an audience; smarter content will reach it for almost free. Welcome in a world of intelligence, empathy, comprehension and contextualization where content is now branding.
- Content is king and context is god
- The brand become a media and a publisher, the user an audience
- Companies, Brands and tactic websites
- How to diffuse a content to enjoy customers
- Brand content planning and editorial meeting
- How to work with independent to complete the content program
- Native advertising, PR program and advertisment
- Content marketing tools (website article, mobile content, mobile Apps, white paper, eBook, infographics, case study, podcast, video, events…)
- Contents are assets to be managed with MRM to optimize content recycling
  Case study: UDECAM brand content manifesto

6. Search Marketing

"If it isn't on Google, it doesn't exist" Jimmy Wales (Wikipedia founder)

Your best (or worst) content must be reachable; search marketing is here for that purpose; learn how to use it for your company, your product's website or your personal blog.

- The concept of a keyword… the notion of bidding… the ROI of PPC
- Make it easy for the user to find your info
- What is a SERP and a query?
- Learn the equation: SEM = SEO + SEA + SMR + APP ranking
- Search Engine specs: Google, Baidu, Yandex, Bing, Yahoo!, QWANT…
- Search bot and algorithm page rank
- GoogleMaps
- Mobile search

   Case study: AdWords example

7. Sharing economy and business model

"The miracle is this: the more we share, the more we have" Leonard Nimoy

This third industrial revolution comes simultaneously in 192 counties and cannot be avoid by people incline to share things rather than buying them. The sharing economy incurs a alternative business model with companies such as AirBnB, Blablacar, Uber, TripAdvisor… all this began with "The Mesh" by Lisa Gansky… and now…

- Recycling via CtoC and home production (3D printing or DIY)
- Nothing is more user centric than sharing economy
- State of the art in various businesses
- Creating Shared Value (CSV) should overcome CSR
- From smart mob (Howard Rheingold) to crowdfounding
- Disruption in VP (value proposition)
- Business model generation (canvas and template)

   Case Study: Accorhotels vs. AirBnB
   Case study: HBR article "creating shared value" by Michael Porter (feb 2011)

8. UX, CX & mobile marketing

"People ignore design that ignores people." Frank Chimero

Customers, consumers, users, clients, employees expect great experience at every stage of the relation with the brand or the company. The general level of expectation is rising everyday with interbusinesses comparisons.

- User experience and how to understand the customer journey
- Delivering relevant experiences and consumer engagement
- A personalized relation rather than a anonym transaction
- Multiple channels consumers need the same experience
- Experiential marketing
- How to measure effects of consumer experience management
- When the mobile strategy changes everything and evolution of ROPO

   Case study: BotB accounting software waveapps.com

9. e-advertising, e-mailing, programmatic and RTB

"Advertising is the price companies pay for being unoriginal." Yves Béhar (Swiss designer and entrepreneur)

Dive into the programmatic revolution with marketing automation and programmatic advertising. They still need human to imagine the right strategy to follow.
- Display, preroll and other format
- CPC CPM CPA CPI
- First, second choice and premium inventory (OTF MTF BTF)
- Programmatic buying audiences
- IAB
- A/B testing
- RTB SSP DSP
- Emailing software & email writing
- Opt in/out
    Case Study: LaPlaceMedia

10. Strategy: busdev, growth hacking, attribution marketing and inbound

"Make stuff people want." Paul Graham

We will examine the ways in which marketers can leverage new technologies to achieve their marketing strategies. We will review each stage of various marketing funnels.
- Lead nurturing and marketing automation
- Reach
- Customer acquisition
- Sales conversion
- Customer retention
- Customer loyalty
- CTA and Onboarding
- MVP
- VP: value proposition
- Permission marketing and Inbound marketing vs. interruption marketing
    Case Study: LaPlaceMedia

11. Social Marketing

"Focus on how to be social, not how to do social." Jay Baer

"90% trust peers on social networks (even strangers); only 15–18% trust brands." Danny Brown

Social media are on top of the marketing priority; we will examine this world in order to have a better understanding of social media from a **professional** point of view.
- Viral marketing
- Metcalfe law
- Social events and dematerialized events
- Synchronous vs. asynchronous events
- SMAC strategy
- Enterprise social networking service
- Social metrics and KPI
    Case Study: professional networks like Yammer

12. <u>DATA</u>

"If you can't measure it, you can't manage it" Peter Drucker

Successfully marketing brands today requires a well-balanced blend of art and science. This course introduces students to the science of web analytics. The goal is to provide students with the foundation needed to apply data analytics to real-world challenges, that will confront them on a daily basis in their professional lives. Students will learn how to identify the right web analytics tools 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 their agencies, organizations, or clients.

- Marketing analytics
- Three-step marketing model
- Basics of Web Analytics
- Marketing analytics tools
- Marketing analyst
- Clickstream analysis
- Tags
- Amplification rate
- Applause rate
- Competitive intelligence
- Processed data
- Application programming interface (API)
- Web scraping
    - **Case study: smart city with RATP opendata**

13. <u>OPTIONAL</u>

CRM, VRM, TRM & SFA

"The purpose of business is to create and keep a customer." Peter Drucker

MCA, single source & touch point

"Measure what is measurable, and make measurable what is not so" Galileo

Tools & Software

- Trello
- Prezi
- Bunkr
- Pearltrees
- IFTTT
- Project management & Gantt
- Coworking
- Mindmap
- Canva
- GoogleDrive
- GoogleAnalytics
- GoogleMyBusiness

Teaching method

Presentations, cases, and class discussions

Group work, individual preparation and reading

Co-creation of class

Software demo

Video (mainly influential people interviews)

Assignments

Class and homework assignments

Quizzes: each class has one or two quizzes

Readings: there are required readings for every class.

Peer Assessments: a few classes will have a peer assessment activity. You will complete an exercise, submit your work, and review the work submitted by two of your peers.

The following table explains what is required in order to pass the class

Activity	Number	Estimated hours per module	% Required to pass activity
Lecture			
Readings			
Quizzes			
Peer Assessments			
Final examination			

Readings

Textbook

Two books are recommended:

Chaffey, Digital Marketing, 5th Edition – 2013

Chaffey, eMarketing Excellence, 4th Edition – 2013,

Other recommended Readings:

Michael Miller, B2B Digital Marketing – 2012,

eMarketing, the essential guide to online marketing – 2008 – ebook - Robe Stokes

Curation Nation - the 2011 book by Magnify.Net Founder and CEO, digital curator and filmmaker Steven Rosenbaum

Eric Peterson, Web Analytics Demystified, 2004 (available for free download from Web Analytics Demystified)

Any one from Seth Godin :

Permission Marketing: Turning Strangers Into Friends And Friends... Seth Godin

All Marketers Are Liars: The Underground Classic That Explains How Marketing Really Works--and Why Authenticity Is the Best Marketing of All Seth Godin

Purple Cow: Transform Your Business by Being Remarkable Seth Godin

Tribes Seth Godin

Linchpin: Are You Indispensable? How to Drive Your Career and Create a Remarkable Future Seth Godin

Getting Everything You Can Out of All You'Ve Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition Jay Abraham

Rework Jason Fried, David Heinemeier Hansson

Spin Selling Neil Rackham

Getting Things Done: The Art of Stress-Free Productivity David Allen

The E-Myth Revisited: Why Most Small Businesses Don't Work and What... Michael E. Gerber

The Art of the Start: The Time-Tested, Battle-Hardened Guide for... Guy Kawasaki

The Psychology of Persuasion Robert B., PhD Cialdini

The Ultimate Sales Machine: Turbocharge Your Business with... Michael Gerber, Chet Holmes, Jay Conrad Levinson

Enchantment: The Art of Changing Hearts, Minds, and Actions Guy Kawasaki

The Lean Startup: How Today's Entrepreneurs Use Continuous...Eric Ries

Articles:

http://www.theguardian.com/sustainable-business/unilever-ceo-paul-polman-interview

http://www.fastcompany.com/1702130/future-advertising

WebSites

You will find all the teaching material at "www.lesnouveauxmarketing.com" in section "Digital Marketing Course" (vs. section e-book)

www.e-marketing.fr

www.toutsurlemarketing.com

www.ladn.eu

COURSE POLICIES:

Plagiarism and cheating have no place in a community of scholars. Have the confidence in yourself to give your original best. This is all that is required of you.

Syllabus updated/created

March 2015

Faculty

Hubert Kratiroff is an experienced high-tech marketing professional. He has 30+ years of experience in marketing and has been working for companies such as Glaxo Smithkline Beecham, Banque Populaire, Bekaert, Geyer.

He founded several companies and startups; some had been sold to larger group some are still under his management.

He has a horizontal scope covering several marketing topics, from various industries, including the technical part of the digital marketing (he codes and develops in many languages).

He is creative but pragmatic and result driven.

Hubert –according to his students- loves teaching what he learned in the real world, mixing theory and practical cases is his specialty.

He wrote several books and runs more than a hundred websites of different kinds.

On top of general marketing topic, his specialties are:

- Marketing Plan and brand manager function
- Digital Marketing and IT Markets
- Strategic and planning for business development
- Content, native and social Marketing
- BtoC KPI's and BtoB Dashboards