

MSc Digital Marketing in English

Course descriptions in English

DDM515 Digital Marketing

The aim of the *Digital Marketing* course is to provide students with knowledge and insight of the evolution of digital marketing and its impact on consumers and the broader business community. Benefits and limitations of digital marketing and its integration with traditional marketing methods are considered. The course applies relevant theory in the development of digital marketing strategy and explores the role and value of key digital channels to reach, engage and build loyalty with customers, online. The application of the gained knowledge, skills and competences will help students in forming digital marketing plans in order to efficiently manage digital marketing performance. Topics covered include: marketing strategy in the digital age, consumer behavior on the internet and other digital media, value creation, content marketing, pricing issues, online advertising methods, media and tools (own, paid, earned media), Search Engine Optimization, new intermediaries and alternative networks, electronic business models, forms and possibilities of social networks, web analytics & social media metrics.

DDM504 E-consumer Behaviour

The growth of the internet, social media and the increasing use of mobile devices by consumers has shifted a significant portion of marketing spend and efforts from the physical to the digital world. The term digital marketing refers to the use of digital channels to market products and services in order to reach consumers. This type of marketing includes the use of websites, mobile devices, social media, search engines and other similar channels to reach the e-consumers and co-create value with them. Knowing how consumers behave online is currently essential to digital marketing executives. Based on the knowledge of e-consumer behavior and the factors that influence it, marketers can formulate effective strategies to effectively reach their prospects and loyal customers, in today's competitive internet and social media environment. The course addresses how elements of the consumer's psychology, personality, gender and interests affect the behavior of e-consumers. In addition, it addresses how consumers' social environment, culture and social roles, relate to corresponding purchasing preferences. Finally, the course is concerned with ethical issues in the way we deal with consumers, privacy issues and sustainability issues that affect online shopping strongly in today's global and competitive shopping environment.

DMBA561 Marketing Management & Business Communication

The course is divided into two parts: Marketing Management and Business Communication. *Marketing* is the social and administrative process of identifying and satisfying consumer needs through the design and production of products, the supply, pricing, promotion and distribution of ideas, goods and services through exchanges that satisfy individual and organizational goals. Marketing management is the art and science of selecting target markets and acquiring, retaining and developing customers by creating, delivering and communicating superior customer value. Marketers focus on demand parameters and engage in the marketing of goods, services, events, experiences, people, places, properties, organizations, ideas and information, to consumer, business, international or non-profit markets. The course aims to address all these issues and to extend student critical assessment of the utility of marketing management in generating value for the firm and its stakeholders. The second part of the course focuses on *Business Communication*. The course introduces to student the role, importance and functions of corporate communications. The course focuses on the design of the communication mix, as well as how companies use communication strategically to be effective in the relationships they develop

with the various groups of participants or stakeholders, both in the internal and external environment of the company.

DMBA500 Research Methodology and Data Analysis

The course *Research Methodology and Data Analysis* aims to familiarize students with the methods of scientific research and basic data analysis to enable them to write scientific papers of any format (university theses, diploma theses, scientific articles, etc.). Particular areas of interest are research design, data collection, data analysis, evaluation of sources and the broader writing of research proposals/assignments within the framework of the postgraduate program. The themes addressed are really very interesting and include both theoretical analyses and practical approaches to research methodology and data analysis. The main purpose of the course is to introduce students to quantitative and qualitative methods of research. Students will gain an overview of research design, data collection methodology, presentation as well as data analysis, using various statistical analysis techniques.

DDM505 Digital Communication and Social Media Strategies

This course addresses the subject of *Digital Business Communication*, with emphasis in *digital communication* specializing in digital social media as operationalized by companies and organizations of the public and private sector. The aim of this course is to introduce students to the world of digital businesses through the lens of global digital communications. It explains the current use of digital technology in business communication. In addition, special emphasis is placed on best practices of effective techniques for implementing targeted marketing actions on the internet, through the creation of customer profiles that represent key segments of the firm's target markets. Taking this course will help students discover how to effectively use customer profiles, and select appropriate social media to achieve online communication and marketing goals. Students will understand how best practices of social media are viewed and used by marketers and the ethical implications of such use. In this context, students will take an in-depth look at the most effective marketing tactics used in today's most important social media.

DDM508 Big Data and Marketing Analytics

In this decade, *Marketing analytics* drive marketing decision making. Currently more organizations use their data as a decision support tool, and to create data-intensive products and services. Business decision makers use more electronic tools than ever before, to support their work. Even consumers directly or indirectly use analytics tools, to make decisions about routine activities such as shopping, health/healthcare, travel and entertainment. The course in Big Data and Marketing analytics, includes a range of subject areas, including business intelligence, quantitative methods exercises, practicing real-world applications of digital marketing analytics, statistical analysis, forecasting and simulation modeling. The course focuses on evaluating various big data analytics and metrics.

DMBA584 Entrepreneurship and Innovation

Do you want to develop innovative ideas and engage in entrepreneurship? If so, this course is made for you. If your answer was no, then you should know that entrepreneurship and innovation are equally important in all areas of business and government. Startups boost the economy by identifying new opportunities and reallocating resources to them. Established firms innovate to overcome or meet their competition. In the public sector, the need for effective policies to meet new challenges and to increase service delivery with shrinking budgets also gives an edge to innovative thinking. During the course we will analyze the characteristics of entrepreneurship and innovation. We will present practices for the development of creativity both at the individual and organizational level, we will learn to study

innovative business models and comment on new trends. Also, during the course you will participate in a simulation game to put into practice the knowledge and skills you have developed.

DIS507 Disruptive Technologies

The course describes and analyzes the innovative technologies currently adopted in the world of business. With this course, students will learn to identify such technologies and learn about the relevance of emerging cutting-edge technologies in marketing and how they can create new business opportunities. They will then look at ways in which businesses can exploit emerging cutting edge technologies. This particular course aims to help the students of the program to better understand the various emerging cutting edge innovations (from a technical point of view) and to acquire a basic working knowledge of these technologies. It will also help students identify emerging cutting-edge technologies and predict their impact on various markets.

DDIS600 Dissertation

The primary objective of the *Dissertation* is to develop a research orientation among the students of the program and to acquaint them with the relevant research methods suitable for solving various research problems. Students are introduced to research skills in the *Research Methods and Data Analysis* course, and with their dissertation they have the opportunity to investigate a digital marketing issue, in depth. While conducting their study, students practice their skills in designing a research question, considering and reviewing the relevant literature, as well as the skills of conducting primary research and interpreting research results. The dissertation supervision provides a framework for research and thesis writing, as well as a practical understanding of digital marketing, with the aim of enabling students to further develop the skills and knowledge gained in the program, by applying them to the investigation of a specific digital marketing issue, through substantial independent research work carried out over a specific period of time.