

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	INTERACTIVE MARKETING & DIGITAL CONSUMER BEHAVIOR				
Course code (LAIS):					
Study programme:	Strategic Tourism Management				
Level of Study programme:	<input type="checkbox"/> 1st level professional higher education				
	<input type="checkbox"/> Professional Bachelor				
	<input checked="" type="checkbox"/> Professional Master				
	<input type="checkbox"/> Academic Master				
	<input type="checkbox"/> PhD level				
Type of Study programme:	<input type="checkbox"/> Compulsory course (Part A)				
	<input type="checkbox"/> Professional specialization courses (Part B, compulsory)				
	<input checked="" type="checkbox"/> Professional specialization optional courses (Part B, optional)				
	<input type="checkbox"/> Elective courses (Part C)				
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	4	6	160	48	112
Course Author/ Tutor:	Guest lecturer Ilona Beliatskaya, MSc, MA				
	ilona.beliatskaya@va.lv				
	Consultation: according to the schedule for each semester				
Study Form:	Full-time studies				
Study year, semester:	Year 1, Semester 2				
Language:	English				
Prerequisites for the Course:	None				
Course Summary:	<p>This course aims to develop students' understanding of the key concepts and principles of interactive marketing and digital consumer behavior. Modern businesses cannot ignore the importance of various interactive tools, both for the size of the audience and the amount of time many people spend on social media and other online networks. The digitization of business processes increases the importance of real-time success measures for interactive marketing and online activities. In this course, students will practically learn how to plan the publication and distribution of online media and thus market a product or service in the digital environment.</p>				
	<p>The course includes interactive lectures complemented by hands-on seminars. Students are expected to complete the required readings before attending the actual classes, thus being able to contribute to the sessions. Theoretical concepts will be illustrated by real-world examples to deepen the students' understanding. Students will be highly encouraged to contribute with examples that they have observed personally.</p>				
Assessment:	Individual written assignment, group presentation, and quiz.				
Requirements for Credits:	The final grade will be determined by:				
	<p>Individual written assignment: 40%</p> <p>Each student should create a marketing campaign for a product or service from the service industry. The written assignment should cover all the types of online media and interactive technologies covered during the course. The detailed requirements for the written assignment will be presented during the introductory lecture.</p> <p>Group presentation: 20%</p> <p>Students will be asked to form pairs and to do an oral presentation in front of the class. The list of topics for presentations will be predetermined by the lecturer. The assignment will combine a theoretical and an applied component.</p>				

	<p>Quiz: 35 % There will be the final quiz based on the readings and lectures.</p> <p>Participation and contribution to discussions: 5% Students are expected to contribute to the lectures by coming prepared with the assigned reading materials and by actively participating in the discussion on the topic of the session and the exercises. Student participation will be judged based on the quantity and quality of the input in class.</p> <p>All assignments must be completed and submitted by the mentioned deadline. The late submissions will be accepted but with the substantial deduction of points. The assignments must be prepared in line with the academic standards and instructions provided by the instructors. Also, the rules of the course attendance will be highly observed.</p>																							
<p>Abiding by the Academic Ethics</p>	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p>																							
<p>Learning Outcomes; the evaluation methods and criteria</p>	<table border="1"> <thead> <tr> <th data-bbox="557 1229 1027 1256">Learning Outcomes</th> <th data-bbox="1027 1229 1444 1256">The evaluation methods and criteria</th> </tr> </thead> <tbody> <tr> <td colspan="2" data-bbox="557 1256 1444 1283">Knowledge</td> </tr> <tr> <td data-bbox="557 1283 1027 1346">In-depth knowledge about the tools and metrics applied in interactive marketing.</td> <td data-bbox="1027 1283 1444 1346">Lectures, case studies, quiz, individual assignment, group work.</td> </tr> <tr> <td data-bbox="557 1346 1027 1444">Critical understanding of the key concepts and theories related to interactive marketing and (digital) consumer behavior.</td> <td data-bbox="1027 1346 1444 1444">Lectures, case studies, quiz, individual assignment, group work</td> </tr> <tr> <td data-bbox="557 1444 1027 1529">Know how to use the latest applications to monitor the online presence of the business and its services.</td> <td data-bbox="1027 1444 1444 1529">Lectures, case studies, quiz, individual assignment, group work</td> </tr> <tr> <td colspan="2" data-bbox="557 1529 1444 1556">Skills</td> </tr> <tr> <td data-bbox="557 1556 1027 1655">Ability to run interactive marketing campaigns and monitor consumer behavior in the digital environment.</td> <td data-bbox="1027 1556 1444 1655">Lectures, case studies, quiz, individual assignment, group work</td> </tr> <tr> <td colspan="2" data-bbox="557 1655 1444 1682">Competencies</td> </tr> <tr> <td data-bbox="557 1682 1027 1803">Competence to diagnose real marketing problems, understand consumer behavior, and apply the relevant digital approaches in the marketing encounter.</td> <td data-bbox="1027 1682 1444 1803">Lectures, case studies, quiz, individual assignment, group work</td> </tr> <tr> <td data-bbox="557 1803 1027 1901">Competence to design, plan, run, and evaluate marketing campaigns and making them more interactive and engaging with customers.</td> <td data-bbox="1027 1803 1444 1901">Lectures, case studies, quiz, individual assignment, group work</td> </tr> <tr> <td data-bbox="557 1901 1027 2000">Competence to evaluate the marketing campaigns' performance and obtain a creative marketer mindset.</td> <td data-bbox="1027 1901 1444 2000">Lectures, case studies, quiz, individual assignment, group work</td> </tr> </tbody> </table>	Learning Outcomes	The evaluation methods and criteria	Knowledge		In-depth knowledge about the tools and metrics applied in interactive marketing.	Lectures, case studies, quiz, individual assignment, group work.	Critical understanding of the key concepts and theories related to interactive marketing and (digital) consumer behavior.	Lectures, case studies, quiz, individual assignment, group work	Know how to use the latest applications to monitor the online presence of the business and its services.	Lectures, case studies, quiz, individual assignment, group work	Skills		Ability to run interactive marketing campaigns and monitor consumer behavior in the digital environment.	Lectures, case studies, quiz, individual assignment, group work	Competencies		Competence to diagnose real marketing problems, understand consumer behavior, and apply the relevant digital approaches in the marketing encounter.	Lectures, case studies, quiz, individual assignment, group work	Competence to design, plan, run, and evaluate marketing campaigns and making them more interactive and engaging with customers.	Lectures, case studies, quiz, individual assignment, group work	Competence to evaluate the marketing campaigns' performance and obtain a creative marketer mindset.	Lectures, case studies, quiz, individual assignment, group work	
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Course Compulsory literature:	Reading materials: <ol style="list-style-type: none">1. Forrest, E., & Mizerski, R. (1996). <i>Interactive marketing: the future present</i>. Lincolnwood, IL: NTC Business Books.2. Shankar, V., & Malthouse, E. C. (2009). A peek into the future of interactive marketing.3. Malthouse, E., & Shankar, V. (2009). A closer look into the future of interactive marketing.4. Chaffey, D. (2019). <i>Digital marketing</i>. Pearson UK.5. Morris, N. (2009). Understanding digital marketing: marketing strategies for engaging the digital generation.6. Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother?. <i>Business horizons</i>, 57(6), 703-708.7. Turban, E.; Strauss, J. and Lai, L.: "Social Commerce". Springer, 2016.
Course additional literature:	Extra reading materials: <ol style="list-style-type: none">1. Van Looy, A.: "Social Media Management". Springer, 2016.2. Moe, W. & Schweidel, D. (2014). <i>Social Media Intelligence</i>. Cambridge University Press.3. Liu, B. (2012). <i>Sentiment analysis and opinion mining</i>. Morgan & Claypool. Websites: <ol style="list-style-type: none">1. Google Marketing Platform https://marketingplatform.google.com/2. Google Alerts https://www.google.com/alerts3. SEMrush – digital marketing toolkit https://www.semrush.com/4. Hootsuite – Social media marketing and management dashboard https://hootsuite.com/5. Brandwatch https://www.brandwatch.com/
Course confirmation date:	06.10.2020.
Date of course description update:	

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Session 1: Course introduction. Discussion of the course policy and syllabus. What is interactive marketing? How to manage the right online presence.	4	8	Introductory lecture, case studies, individual work
	Session 2: Content marketing for brands (“owned” media).	6	10	Lecture, case studies, individual work
	Session 3: Social media marketing and advertising (“paid” media).	6	10	Lecture, case studies, individual work
	Session 4: User-generated content and virality: influencers and the social crowd (“earned” media).	6	12	Lecture, case studies, individual work
	Session 5: Direct marketing through messengers and chatbots.	6	10	Lecture, case studies, individual work
	Session 6: What is digital consumer behavior? Introduction to marketing intelligence. Data collection and analysis.	8	14	Lecture, case studies, individual work
	Session 7: Online brand monitoring: tools and best practices. Course summary.	4	12	Lecture, case studies, individual work
	Group presentations	4	18	In-class group presentations
	Quiz	4	18	Final quiz
	Hours total:	48	112	