University of Zurich UZH

Digital Marketing Applications

Syllabus 2022
Each Fall Semester

Experiential and experimental

Chair for Marketing and Market Research
University Research Priority Program on Social Networks
Department of Business Administration
University of Zurich, Switzerland

QUICK OVERVIEW

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Type:
Seminar

Target Audience:
Master students assigned to the "Wahlpflichtbereich" BWL 4.

Frequency:
Each fall semester.

APS (ECTS):
3

Workload Statement:

Part	ECTS
Course attendance	16h
Written documentation	34h
Project development	40h
Oral presentation preparation	10h
Total	*90h*

Maximum Number of Students:
24

Prerequisites:
A very strong interest in digital marketing topics. It is strongly recommended to participate in the lecture „Digital Marketing" (L+E) offered by Prof. Andrea Giuffredi-Kaehr (VVZ-Nr. 22MO0090) in parallel to this seminar. While the lecture focuses on the core Digital Marketing concepts, the seminar applies them in concrete campaigns.

Language:
English

Course Number:
03SM22MO0075

Registration:
Application for this seminar is via the new module booking tool you find at *https://studentservices.uzh.ch/uzh/launchpad/*

To apply for the seminar, students are required to upload a CV, academic transcript (grades) and brief motivation letter (max. 1 page) via the new module booking tool between **17.08.2022** and **31.08.2022**. A confirmation is sent directly to the student by 10.09.2022.

Grading:
Written documentation, in-class presentation and discussion (see "2.4 General Evaluation").

Attendance:
For exceptional reasons, and only if the evidence for the emergency is provided, students are allowed to skip one of the six meetings. However, all students must attend the first (kick-off) and last (final presentation) meetings.

Important Dates:
Every other Monday from **19.09.2022** to **28.11.2022**; First and last meeting from **14:15h** to **17:45h**. All other meetings from **14:15** to **15:45h**.

- Deadline for assignment 1 – Analysis "Digital marketing audit": **02.10.2022**, 23:59h.
- Deadline for assignment 2 – Strategy "Strategic campaign plan": **30.10.2022**, 23:59h.
- Deadline for assignment 3 – Execution "Marketing campaign results": **27.11.2022**, 23:59h.

All submissions must be sent to: *alex.mari@business.uzh.ch*.

Location:
Please see the respective information posted on our website and in the university catalog (VVZ - Vorlesungsverzeichnis).

Note:
The syllabus supports the official information in the electronic university calendar. In cases of doubt, the official announcement at the VVZ is valid.

1. COURSE AND LEARNING OBJECTIVES

1.1 Course Objectives

> *«Our job as marketers is not to do what we did yesterday, just faster and cheaper. Our job is to figure out how to change the people in the market who want to be changed.»*
> *Seth Godin*

This seminar is designed for future managers and entrepreneurs interested in planning, developing and implementing **integrated marketing campaigns** across different media outlets.

This course introduces digital marketing thinking and explores the integration of traditional

and innovative marketing techniques and their **applications to real-world problems**. With the explosion of technology-based consumer touchpoints and consumer expectations hitting all-time highs, managers are required to understand the nuances of ever-evolving consumer behaviors in a **face-paced and uncertain business environment**. Future careers increasingly demand the ability to understand digital environments and implement creative solutions to reach measurable goals. That's why this seminar follows an **experiential learning approach** that puts students in the position of managers while encouraging them to make trade-off decisions and test ideas in the marketplace.

A **hands-on and can-do attitude** are the common characteristics of all the seminar participants. Why? Students don't have a textbook to memorize, and they are not micromanaged by corporate managers or tutors. Instead, participants are expected to **learn by doing**, proactively seek support from experts and independently take strategic managerial decisions. As such, this module functions as a **playground for testing and learning** from practice, following the new logic of "failing fast" and "constant experimentation."

This course promises to provide talented students with deep insights into the challenges and opportunities modern marketers face in organizations when **implementing digital marketing campaigns**. At the end of this course, students are likely to have significantly changed their perspective on marketing strategic and operational practices.

A **supervised self-learning workshop** format provides students with the skills necessary to think like cutting-edge marketers seeking to digitally build relationships with relevant audiences. This is one of a kind seminar because:

- the program is intentionally **unstructured**;
- there will be **no classical teaching** material;
- the project scope and breadth are **defined within each team**;
- students **need to reach out** to instructors for domain-specific support proactively.

The entire seminar is centered around a **practical group project**. The project's objective is to co-design a concrete digital marketing campaign, bring it to life, measure its impact and **communicate the results in the seminar**.

Updates are communicated on the marketing webpage *www.market-research.uzh.ch* and the UZH course catalog.

1.2 Learning Objectives
Through course discussions, workshops, and projects we:

- Gain a deep understanding of all critical **digital marketing plan** phases (analysis, strategy, execution);
- Learn how to professionally **deliver on a mandate** while collaborating with a multi-cultural group and interacting with complex business environments;
- Apply **innovative marketing techniques** to real-world problems through the co-creation of a digital marketing campaign;
- Review best-in-class processes in **content marketing** ideation, development and distribution;
- Present and **give feedback** on marketing projects to develop critical thinking and communication skills.

2. COURSE PROJECT AND CONTENT

2.1 Overview of Meetings

The seminar is **fast-paced, practical, and interactive**. The module comprises a total of **six frontal meetings** over 12 weeks. Every meeting is an occasion to discuss the progress of the group projects and receive valuable feedback from instructors, classmates and managers. Each session builds on the previous one and leads to creating a **professionally designed and executed digital marketing campaign**.

Four to six teams will work on group projects that follow one or more marketing objectives defined together with a manager working for the sponsoring company. Such objectives are meant to be achieved through the execution of a real digital marketing campaign which unfolds over **three main sequential milestones**: 1. analysis, 2. strategy, and 3. execution. At each milestone, students need to demonstrate their **business acumen and creative talent**.

Students are required to 1) **acquire specific knowledge** on topics such as video marketing, social media marketing, and mobile marketing; 2) **learn the best practices** in areas of expertise such as search engine optimization (SEO), social media advertising, and digital public relations; 3) **get familiar with marketing platforms, software or Clouds** such as TikTok Ads, Google Analytics and Salesforce.

The ultimate goal of each group project is to create a marketing campaign that **outperforms company expectations** and delights customers!

2.2 Details of Meeting Content and Schedule

Meeting	Date and Time	Outline	(Main) Next Steps
M1: Project and Team Presentation	Monday, 19.09.2022, 14:15h-17:45h	- Welcome message - Introduction to the seminar - Lecture (30'): digital marketing strategy & planning - Presentation of the projects - Group forming and members introduction - Workshop (30'): online tools and techniques for an audit - Informal gathering (apéro) + campaign inspiration session	1. Define the team's roles and responsibilities 2. Explore challenges and opportunities the company is facing 3. Understand the brand and its customers 4. Collect and analyze the needed digital marketing data 5. Conduct a digital marketing audit 6. Prepare to present the audit results 7. **Submit assignment one by 02.10.2022**
M2: Digital Marketing Audit Presentation	Monday, 03.10.2022, 14:15h-15:45h	- Presentation of the digital marketing audit (5')* - Feedback from the class (5')* - Workshop (15'): understanding a mandate and business priorities - Closing remarks	1. Reflect on the feedback from the class 2. Brainstorm on optimization and growth opportunities (cost-benefit analysis) 3. Select top activities (3-5) and discuss how they integrate (concept) 4. Prepare to present your campaign concept

M3: Campaign Concept Presentation	Monday, 17.10.2022, 14:15h-15:45h	• Presentation of the campaign concept (5')* • Feedback from the class (5')* • Workshop (15'): how to evaluate a creative campaign • Closing remarks	1. Identify the plan's improvement areas 2. Finalize the campaign concept 3. Agree with a company representative on the central campaign idea and top team's priorities 4. Define campaign KPIs (CPC, CPM, CPA) and forecast success metrics 5. Prepare to present your strategic plan 6. **Submit assignment two by 30.10.2022**
M4: Strategic Campaign Plan Presentation	Monday, 31.10.2022, 14:15h-15:45h	• Presentation of the strategic plan (5')* • Feedback from the class (5')* • Workshop (15'): effective content management • Closing remarks	1. Kick-off content production (e.g., filming, shooting, graphic) 2. Set up the campaign technically (e.g., TikTok ads account, Google Analytics, and tags) 3. Start campaign testing phase (copy test, A/B test, etc.) 4. Evaluate test results and make necessary campaign adjustments 5. Begin the full-blown campaign 6. Prepare questions for the instructor (mentoring session)
M5: Hands-on Campaign Execution (private group meeting)	Monday, 14.11.2022, 14:15h-15:45h	• A private mentoring session between the individual group and instructor (30')*	1. Make relevant changes to the campaign in execution 2. Closely monitor the obtained results 3. Check with the company on the campaign impact 4. Make all the needed data analysis 5. **Submit assignment three by 27.11.2022**
M6: Digital Marketing Campaign Results Presentation	Monday, 28.11.2022, 14:15h-17:45h	• Presentation of the digital marketing campaign results (20')* • Feedback from the class (10')* • Final discussion (15'): joy and struggle of digital marketers • Closing remarks	-

Time slot reserved for each group.

2.3 Presentation: Organizational Information

- The presentation can be delivered using **any format and style** (.ppt, flipchart, video).

  Be creative! Use sketches, mood boards, wireframes, self-made videos or similar tools to communicate your ideas better.

- If presenting using a standard presentation, students need to **send the file** (.pptx or .pdf) to the instructor before the start of the meeting.

- Groups can decide who is going to present. It could be one assigned team member or everybody. However, we would like **all the members to participate** in the discussion;
- Presentation slots are fixed and the same for all groups (see table above). A timekeeper makes sure the **presentation time stays within limits**;
- We expect the assigned **matching team** (discussant) to proactively lead the discussion and provide constructive feedback while raising critical issues and asking clarifying questions.

2.4 Details of Assignments

Assignment 1 - Analysis: "Digital marketing audit"
Deadline 02.10.2022 (23:59h)

Scope
A digital marketing audit **shows the status quo** of the company's digital presence. Students are expected to deep dive into the company's leading online and social channels. These could be a mix of owned media (website, online store, blog), social media (Instagram, LinkedIn, TikTok) and paid media (display advertising, pay-per-click ads, social ads).

The main questions the analysis needs to answer are:
- How do the **company and its target audience behave** in the digital environment?
- What key improvement areas emerging from the analysis require intervention?

Note: students going the extra mile in this seminar usually collect additional data that is not readily available. They, for example, conduct in-depth interviews with key audiences, test company online resources (e.g., chatbots, newsletter, forum), and learn how to use specialized analytics tools such as SEMrush and Google Analytics to retrieve web traffic and SEO data.

Report
The detailed report should be 8-10 pages long (standard Word settings) and contain the following points:

1. Summarize the critical findings in an executive summary (max. 1 page)
2. Describe the company and its target audience (max. 1 page)
3. Explain the scope of the analysis in terms of channels, tools and data (max. 1 page)
4. Report the audit results and show gaps visually, if possible (max. 4 pages).

Depending on the scope of the project, a team may choose to include:
- Website analysis (traffic, conversion, user experience, services)
- Technical analysis (on-page and off-page SEO, speed, link-building, keywords)
- Content analysis (branding, campaign and copy quality, brand territories, tone of voice)
- Social media analysis (editorial calendar, time and freq., interaction style, engagement)

5. Describe best practices among critical competitors or best digital players (max. 1 page)
6. Identify 3 to 5 key improvement areas you may tackle through the project (max. 1 page)
7. Provide general recommendations supported by evidence (max. 1 page)

Evaluation criteria

In evaluating the digital marketing audit, the instructor will consider whether it:

- Produces a comprehensive overview of the company's digital presence (maturity level).
- Discovers interesting facts and opportunities about consumer habits and behaviors.
- Sheds light on critical digital gaps against competitors and best players and strategic improvement areas.
- Provides game-changing recommendations feasible within the project's defined timeframe and desired by the company, i.e., deliver against the initial brief.
- (ultimately) Tells something new to the sponsoring company.

Assignment 2 - Strategy: "Strategic campaign plan"
Deadline 30.10.2022 (23:59h)

Scope
The team has identified digital gaps and acceleration opportunities for the company. Afterward, the team agreed with a company representative on the central campaign idea and top group priorities. Next is to define a strategic campaign plan, a document that summarizes the campaign's big idea and execution.

The main questions the plan needs to answer are:

- **What** does the team do to exploit the identified growth opportunities?
- **How** are the employed initiatives ideally brought to life?

Canvas
Students are suggested to use a **one-page template** (canvas) to synthesize the strategic planning of their campaign. The key questions to answer in the strategizing phase are:

1. What is the strategic purpose of this campaign (communication objectives)?
2. What is the central idea that changes perceptions or behaviors in the target (big idea)?
3. What are the key benefits breaking purchasing barriers (brand message)?
4. What next steps do prospects take after reviewing the message (call-to-action)?
5. What are the prime prospect's behavioral and psychographic characteristics (target)?
6. What are the tangible assets in development (content)?
7. What are the digital channels used to distribute the campaign assets (channel)?
8. What are the content delivery mechanisms - freq., timing, interact. style (distribution)?
9. What is the expected outcome of the digital marketing campaign (result)?

10. How do you invest the budget available (resources)?
11. How do you measure success (metrics)?
12. How do you maximize content visibility (media support)?

Evaluation criteria
In evaluating the strategic campaign plan, the instructor will consider whether it:

- Delivers a message consistent with brand equity.
- Fits with the company brief and the declared business objectives.
- Makes proper use of the available budget and resources.
- Reflects the creative talent of the team through a unique and potentially viral campaign.

- Offers a concrete acceleration opportunity to the business.

Assignment 3 – Execution: "Marketing campaign results"
Deadline 27.11.2022 (23:59h)

Scope
The team has produced a campaign and tested it. Afterward, the campaign is optimized to maximize effectiveness and feedback on its impact is collected from the company. Next, the team needs to analyze and communicate the results to the class in the final presentation.

Students can flexibly organize the presentation of the campaign results and the generated learnings. There is no min. or max. number of slides. However, students need to ensure that the content is self-explanatory. The main questions the presentation needs to answer are:

- How was the **campaign executed** and how **successful** was it?
- What are the **key learnings** from the digital marketing campaign?

Presentation
Some of the detailed questions the team is expected to tackle are:

- What type of content was developed and executed?
- How did the campaign perform against the expected results?
- How did the campaign execution differ from the presented strategic plan?
- What kind of challenges have you found and how did you overcome them?
- What are the general dos and don'ts in digital marketing campaigning?
- What are the main learnings the company will benefit from in the future?

Evaluation criteria
In evaluating the marketing campaign, the instructor will consider whether it:

- Shows creativity, consistency and impact of the proposed ideas.
- Demonstrates a comprehensive and critical analysis of the results.
- Offers high-quality insights into the team's processes and activities.
- Exhibits team mind's agility in professionally changing and optimizing plans.
- Produces a legacy for the company with an impact well beyond the seminar.

2.5 General evaluation
Grades are assigned as follows:

- Assignment 1: report, in-class presentation and discussion (20%);
- Assignment 2: canvas, in-class presentation and discussion (20%);
- Assignment 3: .ppt, in-class presentation and discussion (40%);
- Average individual peer evaluation score (20%).

3. COURSE MATERIAL

Students can access our web-based **e-learning platform** (OLAT) to download the slides presented in class and find other relevant material, such as literature and templates. Students also benefit from complementary information available online and in the library.

Note on recordings: classes **will not be recorded**, and alternative learning methods (e.g., flipped classroom) are not available for this course due to its unique and practical setting.

3.1 Recommended Online Tutorials and Resources

Students wishing to improve specific operational skills should go through some online tutorials and resources below. This process enables course participants to gain familiarity with the most common digital marketing management practices.

1. Google Digital Garage - Online courses on the fundamentals of digital marketing
   https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing
2. Google Analytics Academy - Online courses and certifications for web analytics
   https://analytics.google.com/analytics/academy/
3. Facebook Blueprint - Step-by-step tutorials for Facebook and Instagram marketing
   https://www.facebookblueprint.com/student/catalog
4. HubSpot Academy - Practical online training for digital marketing, sales, and service
   https://academy.hubspot.com
5. Moz - The beginner's guide to Search Engine Optimization (SEO)
   https://moz.com/beginners-guide-to-seo
6. Twitter for Business - Resources for digital marketing managers
   https://business.twitter.com/en/resources.html
7. TikTok for Business - Resources for digital marketing managers
   https://www.tiktokforbusinesseurope.com

3.2 Recommended Digital Marketing and AI-based Tools

An always-updated list of Digital Marketing and AI-based Tools is provided via OLAT under "Tool." As this software can significantly **increase productivity** and improve brand performance, students are highly recommended to take some time to explore available services.

Please note that several tools are available as a **freemium version**; thus, users might be asked to pay for advanced features. Students are responsible for reading the usage terms and payment conditions before subscribing.

4. ACADEMIC FRAUD AND ADMINISTRATIVE COMMENTS

4.1 Academic Fraud

Academic fraud is an act by a student that may result in a false academic evaluation of that student or another student. The Honor Code of the University of Zurich applies to all work in this course and will be strictly enforced. The intent of the Honor Code in this course is to ensure that each student claims and receives credits for their efforts. Violations of this are considered academic fraud.

4.2 Students with Disabilities

Any student with a documented disability needing academic adjustment or accommodations is requested to speak with the instructor during the first day of the course. All discussions

will remain confidential. Students with disabilities will also need to contact the directors of the school.

4.3 Registration Cards
Registration cards will be handed out at the beginning of the course. Students will be asked to add a recent profile picture and some personal information. The information is kept confidential and is only accessible to our team.

4.4 Name Plates
Nameplates should be used regularly in class to learn the students' names. Name plates will be handed out on the first day of the course.

4.5 Getting in Contact
Emails should be short and to the point. Before sending an email, please check if an answer has already been provided on the public OLAT forum. Questions can also be asked at the beginning or during lectures and exercises.

4.6 Class Dismissal
Students are asked to remain seated and attentive until class is dismissed by the lecturer or teaching assistant.

4.7 Sound-emitting Devices
Everybody is expected to turn off/mute all devices that emit sounds and noises that may interrupt the class (e.g., mobile phones, pagers, and watch alarms). If an occasion arises in which a student may need to receive a phone call, they have to inform the lecturer or teaching assistant before class.

4.8 Laptops and Calculators
Laptops, tablets, mobile phones, and programmable calculators are allowed in class if indicated by the lecturer or teaching assistant and as far as their usage supports the individual learning process. Otherwise, they are not permitted.

4.9 Important Deadlines and Class Schedule
Important deadlines and the class schedule are communicated in the first lecture. Students who cannot participate in this lecture must obtain any relevant information.

We are very much looking forward to meeting you in class!

APPENDIX

Peer Evaluation Score

This is your peer evaluation form. The objective of using this is that we do not want to have free riders. Each group member has to submit this evaluation form. The information in this evaluation sheet will be kept in the strictest confidence. In the following, you must assign up to 6 points per group member based upon the following points:

- Willingness to carry out assigned objectives within the group
- Ability to meet deadlines
- Cooperation with other group members
- Quality of individual's work
- Individual's overall contribution

Please rate in the following each individual of your group, excluding yourself. I will calculate an average value of how your group members judge you. Please write the name of each group member and proceed with the points you have given. If you want, you can add comments below.

Your Name: _____

Your Student's ID: _____

Group: _____

Name of group members	Points
####	6
####	3

Comments:

_____
_____
_____

Date & Signature: _____