

Weekly schedule

For the date of delivery of the various activities access to the section **Sending Activities** (in the main browser) . Remember that the sum of the scores of all activities is 15 points. You can make your choice until a maximum of 10 points (the highest rating What is obtainable in the continuous evaluation) .

	Units	Activities (10.0 points)
Week 1	Unit 1. Introduction to digital marketing 1.1. Introduction 1.2. Introduction to digital marketing 1.3. Is traditional marketing and media over? 1.4. Dimensions of online and digital marketing 1.5. Past, presence and future of digital marketing: trends and insights 1.6. Understanding consumer behaviour in digital environment 1.7. Masterclass	Test - Unit 1 (0.25 points)
Week 2	Unit 2. Strategic approach to electronic and digital marketing 2.1. Introduction 2.2. Marketing e-research: information system in digital marketing 2.3. Big data vs Smart data 2.4. Marketing e-Audit 2.5. Objectives and KPIs in the digital 2.6. Strategy and tactics 2.7. Masterclass	Case: Nike Digital Strategy (2.5 points) Forum: Nike Digital Strategy (1.75 points) Test - Unit 2 (0.25 points)
Week 3	Unit 3. Marketing or content creation? Product e-marketing and e-Branding 3.1. Introduction 3.2. How marketers become content creators in digital environment 3.3. Content strategy 3.4. POE theory of digital channels	
Week 4	Unit 3. Marketing or content creation? Product e-marketing and e-Branding (cont.) 3.5. Web-design and user experience strategy 3.6. Key steps to consider when choosing web presence for a brand/organization: own webpage, mobile page, Facebook page, blog, blog page or else? 3.7. Get the basics of talking to web designers 3.8. Masterclass	Test - Unit 3 (0.25 points)
Week 5	Unit 4. Search Engine Marketing 4.1. Introduction 4.2. SEM, SEO, SEA triangle 4.3. Search engine optimization 4.4. Analysing a webpage performance	
Week 6	Unit 4. Search Engine Marketing (cont.) 4.5. Search engine advertising 4.6. Understanding of key Google tools and strategic use 4.7. Masterclass	Test - Unit 4 (0.25 points)

	Units	Activities (10.0 points)
Week 7	Unit 5. Consumer oriented digital advertising 5.1. Introduction 5.2. Display advertising 5.3. Adserving, targeting and monitoring digital advertisements 5.4. Audio-visual and E-mail advertising	Case: Swarovski Helps Consumers Find the Right Sparkle in the Right Moments (2.5 points) Forum: Swarovski Helps Consumers Find the Right Sparkle in the Right Moments (1.75 points)
Week 8	Unit 5. Consumer oriented digital advertising (cont.) 5.5. Mobile advertising 5.6. Social media strategy 5.7. Social network advertising basics 5.8. Masterclass	Test - Unit 5 (0.25 points)
Week 9	Unit 6. Measuring the effectiveness of digital marketing activities & future of advertising 6.1. Introduction 6.2. Key performance indicators in e-marketing environment 6.3. Analytical tools, webanalytics	
Week 10	Unit 6. Measuring the effectiveness of digital marketing activities & future of advertising (cont.) 6.4. Optimization, direct response planning 6.5. Future for advertising agencies, Digital TV, Digital OOH... 6.6. Masterclass	Test - Unit 6 (0.25 points)
Week 11	Exam week	