

Syllabus (2024-Summer)

Course Title	Marketing Strategy	Course No.	TBA
Credit	3 credits	Hours	45 Hours
Class Time Classroom	Mon to Thr Classroom TBA		
Instructor	Name Eun Yeon Kang	Department	
	E-mail	Phone	
Office Hours Office Location	TBA		

I. Course Overview

1. Course Description

This course examines how to develop, implement, and analyze a marketing strategy across digital channels and platforms. Students complete the course with a comprehensive understanding of how to develop an integrated digital marketing strategy and optimize it for multi-channel traffic acquisition. This includes evaluating the competitive landscape and structuring a digital marketing approach inclusive of paid and organic tactics. Students will have a better understanding of how different digital marketing channels drive users to a website and convert users based on a targeted call-to-action (CTA) using lead generation and email strategies, among others. Topics will include search engine optimization (SEO), search engine marketing (SEM), display advertising, mobile advertising, social media marketing, content marketing and web analytics.

2. Prerequisites N/A

3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
60%	40%	0%	0%	0%

4. Course Objectives

By the end of the course, you will be able to:

- Define what digital marketing is, the various channels, such as display, search engine, social media, mobile and video, within which it operates and its role in marketing strategy.
- Quantitatively evaluate marketing strategies and tactics to inform marketing manager decisions and track marketing effectiveness.
- Identify target audiences through online market research to curate and create original digital content to meet organizational goals.
- Identify the appropriate metrics to evaluate performance in a marketing funnel, understand the capabilities of marketing automation tools and be able to link the technology features of these tools to business objectives.
- Design and launch of marketing strategy to push potential customers through a conversion event.
- Demonstrate advanced practical skills in common digital marketing tools.

5. Evaluation Systems

Relative evaluation Absolute evaluation (for Ewha International Summer College students only) Others

Midterm Exam	Final Exam	Presentation	Projects	Assignments	Activity	Participation
15%	15%	10%	20%	20%	10%	10%

*The detailed guidelines for assignments and projects will be provided.

II. Course Materials and Additional Readings

1. Required Materials

- eMarketing: The Essential Guide to marketing in a Digital World 6th Edition (Open Source)
- Author & Publisher: Rob Stokes & The LibreTexts
- <https://open.umn.edu/opentextbooks/textbooks/14>

2. Supplementary Materials

- Digital Marketing 1st Edition
- Author & Publisher: Raj Sachdev & McGraw Hill
- ISBN10: 1266243992 | ISBN13: 9781266243998

III. Course Schedule

*The schedule below is tentative.

Day	Date	Topics & Class Materials, Assignments
Day 1	(7/1)	Introduction to Digital Marketing and Strategy
Day 2	(7/2)	Digital Marketing Channels/Platforms + Media Framework (Group Formation)
Day 3	(7/3)	Understanding Consumers + Digital Consumers (Activity 1)
Day 4	(7/4)	Research in Marketing Planning + Data-driven Decision Marketing (Activity 2)
Day 5	(7/8)	Web Development & Design + User Experience Design (Activity 3)
Day 6	(7/9)	Search Engine Optimization + Search Engine Marketing (Activity 4)
Day 7	(7/10)	Midterm Exam + Group Workday (Project Interim Report)
Day 8	(7/11)	Delivery Metrics + Efficiency Metrics (Activity 5 & 6)
Day 9	(7/15)	Search Engine Results & Analytics + Online Display Marketing
Day 10	(7/16)	Mobile + Email Marketing + AI in Digital Marketing (Activity 7)

Day	Date	Topics & Class Materials, Assignments
Day 11	(7/17)	Content Marketing + Customer Relationship & Brand Management (Activity 8)
Day 12	(7/18)	Final Exam + Group Workday
Day 13	(7/22)	Digital Marketing Ethics & Social Issues (Activity 9)
Day 14	(7/23)	Social Dilemma in Digital Marketing (Activity 10)
Day 15	(7/24)	Group Project Presentation

IV. Special Accommodations

* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> . Visual impairment: braille, enlarged reading materials . Hearing impairment: note-taking assistant . Physical impairment : access to classroom, note-taking assistant 	Extra days for submission, alternative assignments	<ul style="list-style-type: none"> . Visual impairment: braille examination paper, examination with voice support, longer examination hours, note-taking assistant . Hearing impairment: written examination instead of oral examination . Physical impairment: longer examination hours, note-taking assistant

- Actual support may vary depending on the course.

* The contents of this syllabus are not final—they may be updated.