

MMM5490 Digitalization of Marketing

Extended syllabus

Autumn 2023

Course aims/objectives:	The course provides a vendor neutral and systematic overview of digitalization of marketing channel and activities, digital advertising key terminology, industry structure, underlying technologies and concepts shaping it.
Learning outcomes:	Upon completion of the course, the participants will be <ul style="list-style-type: none">- able to explain digital advertising ecosystem roles and terminology- capable of evaluating digital ad tech value to their organizations- capable of evaluating agency offered know-how value to their organizations- able to explain digital marketing application in marketing and sales support roles- able to explain big data role and opportunities in modern marketing- capable of evaluating MarTech usage effectiveness and its suitability to goals
Brief description of the course and topics to be covered:	Digital marketing ecosystem, value chain and roles. Consumer privacy, data capture methods, and industry practices. Supply side inventory creation (inc. display, search, social, ctv, digital audio). Demand side inventory consumption (DMPs, ad servers, measurement platforms). Campaign data management, platforms and cookieless future. Dynamic search and synthetic content creation. E-commerce, digital retail and native advertising. Digital communications planning. Digital maturity auditing.
Language of the course:	English
ECTS credits:	6 ECTS
Coverage of SDGs and ERS (sustainable development goals, ethics, responsibility and sustainability):	Course partially covers SDG 9 Innovation in the context of digital media and touches upon consumer privacy and ethics in marketing strategy planning.
Students:	This is a compulsory course for students studying on TATM02/22 and TVTM03/22 programmes.
Special needs:	Persons with disabilities can participate in this course. Please inform the professor(s) in the beginning of the course of any special instruction, or assessments of this course that may be necessary to enable you to fully participate in this course.
Registration:	Students who would like to take the course should declare the course in the ÕIS (Student Information System) by deadlines set in the academic calendar.
Prerequisite courses and/or knowledge:	Marketing terminology and business models. Previous experience with Google & Facebook digital marketing and analytical platforms is helpful, but not mandatory.
Prerequisite resources:	MS Office programmes. For free student download see the instructions https://confluence.ttu.ee/it-info/it-arvuti-ja-oppetoeoekoht/tarkvara/microsoft-office-kodukasutus
Professor(s):	Kaarel Oja, MA, visiting lecturer kaarel.oja@taltech.ee .
Contacting Professor(s):	Preferred means of contact is email (kaarel.oja@taltech.ee), responses provided within 2 workdays.

Schedule for classes:	Bi-weekly MS Teams calls according to schedule published in OIS
Study process description:	8 x 3h meetings will be carried out during which weekly topics are discussed through lectures, case study analysis and discussion. Theoretical frameworks are integrated with practical digital marketing platform demonstrations and vendor offering review and discussions. While different platforms are used for demonstration, software usage is out of scope for the course. If there is demand from participants, suitable training and certification courses are referenced for immediate implementation in daily operations.
Course's e-support:	Course materials can be accessed via the e-learning environment Moodle under the course title MMM5390 Digital marketing https://moodle.taltech.ee/course/view.php?id=33047 Students can enrol to the course themselves using the password: educuent
Study literature:	Relevant Advertising Bureau (IAB) guide materials and research articles uploaded to Moodle.
ASSESSMENT	Examination
Assessment criteria	See detailed assessment criteria document
Eligibility for assessment:	To be eligible for the exam, the student has to submit home assignment in time
Final grade formation:	40% audit, 20% presentation 40% exam The sum of points for each item is converted into a grade using the following principles: "5" excellent 91-100 "4" very good 81-90 "3" good 71-80 "2" satisfactory 61-70 "1" poor 51-60 "0" fail less than 51
Academic integrity:	As a student at TalTech School of Business and Governance, you have an obligation to conduct your academic work with honesty and integrity according to University standards. It is expected that all work that you submit will be your own, and that you have actually done the work that you are submitting. Plagiarism and cheating will not be tolerated. Should you be found to be guilty of such activities, it will be followed with grade "0" for the assignment or the whole course and a notice will be filed to the School's Committee for Handling Violations of Academic Practice and Contemptible Behaviour. Depending on the Committee's proposal, it may lead to Dean issuing a letter of reprimand or in case of repeated or very severe misconduct, exmatriculation from the University.

Detailed schedule and topics

The semester plan is preliminary and might be changed in case of cancellations, changes in available reading material, etc.

Week 2:

14.09.23 Introduction & digital ad industry model

Digital marketing ecosystem, value chain and roles

Before meeting: Review and read articles in Moodle

During meeting: Discussion of material and lecture

Week 4

28.09.23 Consumer privacy and GDPR friendly data asset creation.

Ad inventory creation and consumer data sources, Data capture methods, consumer permissions and permanence. Industry practices in B2C and B2B scenarios.

Before meeting: Review and read articles in Moodle

During meeting: Discussion of material and lecture

Week 6

12.10.23 Supply side ad inventory creation (inc. display, video, social, CTV & Digital audio)

Ad inventory platforms and application in digital marketing. Industry practices in B2C and B2B scenarios.

Before meeting: Review and read articles in Moodle

During meeting: Discussion of material and lecture

Week 8

26.10.23 Demand side and measurement.

Performance measurement, DSPs, analytics. Purchase models, attribution modelling, cookies, devices, users and their meaningfulness in marketing practice.

Before meeting: Review and read articles in Moodle

During meeting: Discussion of material and lecture

Week 10

09.11.23 Data management platforms and cookieless future

DMPs as and organizational memory, optimization and data trading. Industry and marketing practice changes resulting from cookieless digital marketing.

Before meeting: Review and read articles in Moodle

During meeting: Discussion of material and lecture

Week 12

23.11.22 Dynamic search and synthetic content

Role and impact of search on consumer behavior. AI generated marketing content and search positionings. Editorial or purchase environment integrated native advertising.

Before meeting: Review and read articles in Moodle

During meeting: Discussion of material and lecture

Week 14

07.12.23 Digital communications planning

Planning and evaluating campaigns. Meaning and accuracy of reach, frequency and targeting. Creative limitations and recommendations.

Before meeting: Review and read articles in Moodle

During meeting: Discussion of material and lecture

Week 16

21.12.23. Audit report presentations & conclusions

Group work presentation, evaluation and concluding discussions

Before meeting: submit your team presentation via Moodle upload 24h before the call

During meeting: Team presentations and discussion