

Date	Session	Toics	Content
25-Jan-21 (13:00-16:00)	1	MK319 Class Introduction Session	<ul style="list-style-type: none"> · Course Outline · Review of marketing strategy formulation process · Digital Marketing Strategy Landscape
Module I: Issues and challenges of digital technologies in marketing competitive landscape			
01-Feb-21 (13:00-16:00)	2	Digital Transformation	<ul style="list-style-type: none"> · Process, People, and Technology · Business Model Development
08-Feb-21 (13:00-16:00)	3	Consumers in the Digital Era: Customer Decision Journey	<ul style="list-style-type: none"> · Customer decision journey [Moment of truth] · Customer centricity and insight
15-Feb-21 (13:00-16:00)	4	Consumers in the Digital Era: Customer Decision Journey	<ul style="list-style-type: none"> · Segmentation, Targeting, Positioning Review · Marketing funnel
22-Feb-21 (13:00-16:00)	5	Digital Marketing Objectives and Online Value Proposition (OVP) Development	<ul style="list-style-type: none"> · Digital marketing objectives development · Online value proposition development · Service blueprint
Module II: Leveraging digital technologies to gain a competitive advantage			
01-Mar-21 (13:00-16:00)	6	Web Marketing Ajarn Vanitcha Wankawisant (Ry)	<ul style="list-style-type: none"> · Website Creation Alternatives + Microsite · Website Management · User Interface · Linkage with SEO: Landing page · Linkage with Content Marketing
01-Mar-21 (16:00-19:00)	7	Search Marketing Ajarn Vanitcha Wankawisant (Ry)	<ul style="list-style-type: none"> · Search Engine Optimization (SEO) · Search Engine Marketing (SEM) · Pay per click · Display advertising · Google platform
08-Mar-21 (13:00-16:00)	8	Chat Marketing Ajarn Vanitcha Wankawisant (Ry)	<ul style="list-style-type: none"> · Line OA + Line MyShop · Chatbot
Mid Term Examination Period 10-16 March 2021			
22-Mar-21 (13:00-16:00)	9	Social Media Marketing I Ajarn Bunphot Woradhambundit (Note)	<ul style="list-style-type: none"> · Facebook Marketing
29-Mar-21 (13:00-16:00)	10	Social Media Marketing II Ajarn Bunphot Woradhambundit (Note)	<ul style="list-style-type: none"> · Facebook Marketing (Cont'd) · Instagram
05-Apr-21 (13:00-16:00)	11	VDO Content in Social Media Platform Ajarn Bunphot Woradhambundit (Note)	<ul style="list-style-type: none"> · Youtube Marketing · TikTok Marketing

Date	Session	Topics	Content
Module III: Digital Marketing Strategy Formulation			
19-Apr-21 (13:00-16:00)	12	Digital Marketing Channels: Delivering the digital customer experience	<ul style="list-style-type: none"> · Omni Channel · O2O Channel · E-Marketplace
26-Apr-21 (13:00-16:00)	13	Integrated Marketing Communication: Content Marketing	<ul style="list-style-type: none"> · Content Marketing · Campaign planning
Module IV: Designing Metrics to measure the success of the digital marketing strategy			
03-May-21 (13:00-16:00)	14	Digital Marketing Metrics	<ul style="list-style-type: none"> · Marketing funnel review · Volume Metrics · Value Metrics · Cost Metrics
10-May-21	Class Cancellation		
17-May-21 (13:00-16:00)	15	Student presentation	<ul style="list-style-type: none"> · Digital marketing strategy project presentation