

## MK319 Course Outline

**Prerequisite:** MK312

### Course Description:

Digital marketing strategy course is to educate students to understand how to apply digital technologies to craft marketing strategies in responding to consumer and business markets in the digital era. The content of this course contains four parts that are issues and challenges of digital technologies in marketing competitive landscape, leveraging digital technologies to gain competitive advantage, digital marketing strategy formulation, and designing metrics to measure the success of digital marketing strategy.

### Course Objectives:

- a) Students can analyze digital technologies' impact on the competitive landscape, driving to digital transformation.
- b) Students understand digital technologies as tools to craft a digital marketing strategy
- c) Students can apply digital technologies as part of a digital marketing strategy in developing an organization's competitive advantage.
- d) Students can determine key performance indicators to align with digital marketing strategy

<b>Course Instructors</b>	Assoc. Prof. Dr. Aurathai Lertwannawit
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<b>Office Hour</b>	Monday 5:00 PM – 6:00 PM

### Grading:

EVALUATION CRITERIA		Percentage
a)	<b>Class Participation</b> [Individual] [Morality and Ethics+ Knowledge + Intellectual Development] - In-class discussion - Student self-reporting method	10 + 5
b)	<b>Class Attendance</b> [Individual] [Morality and Ethics + Responsibility]	5
c)	<b>Individual Assignments</b> [Individual] page 5 [Morality and Ethics + Responsibility + Knowledge + Intellectual Development]	35
d)	<b>Digital Marketing Strategy Group Report and Presentation</b> [Group] page 3 [Interpersonal Skills and Responsibilities + Knowledge + Intellectual Development + Morality and Ethics]	45

**Tentative class schedule**

<b>Week</b>	<b>Topic</b>	<b>Content</b>
<b>Module I: Issues and challenges of digital technologies in marketing competitive landscape</b>		
1 10-1-22	MK319 Class Introduction Session	<ul style="list-style-type: none"> <li>• Course Outline</li> <li>• Review of marketing strategy formulation process</li> <li>• Digital Marketing Strategy Landscape</li> </ul>
2 17-1-22	Digital Transformation	<ul style="list-style-type: none"> <li>• Process, People, and Technology</li> <li>• Business Model Development</li> </ul>
3 24-1-22 3:00-6:00 PM	Consumers in the Digital Era: Customer Decision Journey	<ul style="list-style-type: none"> <li>• Customer decision journey [Moment of truth]</li> <li>• Customer centricity and insight</li> </ul>
4 31-1-22	Consumers in the Digital Era: Customer Decision Journey	<ul style="list-style-type: none"> <li>• Segmentation, Targeting, Positioning Review</li> <li>• Marketing funnel</li> </ul>
<b>Module II: Designing Objectives and Metrics to measure the success of the digital marketing strategy</b>		
5 7-2-22	Digital Marketing Objectives and Digital Marketing Metrics	<ul style="list-style-type: none"> <li>• Digital marketing objectives development</li> <li>• Marketing funnel review</li> <li>• Volume Metrics</li> <li>• Value Metrics</li> <li>• Cost Metrics</li> </ul>
6 14-2-22	Online Value Proposition (OVP) Development	<ul style="list-style-type: none"> <li>• Online value proposition development</li> </ul>
7 21-2-22 3:00-6:00 PM	Online Value Proposition (OVP) Development	<ul style="list-style-type: none"> <li>• Service blueprint</li> <li>• Go to Market Strategy</li> </ul>
<b>Module III: Digital Marketing Strategy Formulation</b>		
8 7-3-22	Digital Marketing Channels: Delivering the digital customer experience	<ul style="list-style-type: none"> <li>• Omni Channel</li> <li>• O2O Channel</li> <li>• E-Marketplace</li> </ul>
9 14-3-22	Digital Marketing Communication: Campaign Planning	<ul style="list-style-type: none"> <li>• Digital Advertising</li> </ul>
10 21-3-22 3:00-7:00 PM	Digital Marketing Communication: Campaign Planning	<ul style="list-style-type: none"> <li>• Content Marketing</li> <li>• Campaign planning</li> </ul>
<b>Module IV: Leveraging Digital Technologies to Gain a Competitive Advantage</b>		
11 28-3-22	Chat Marketing	<ul style="list-style-type: none"> <li>• Line OA + Line MyShop</li> <li>• Chatbot</li> </ul>
12 4-4-22	Website Marketing and Search Marketing	<ul style="list-style-type: none"> <li>• Website Marketing</li> <li>• Search Engine Optimization (SEO)</li> <li>• Search Engine Marketing (SEM)</li> </ul>
13 18-4-22	Social Media Marketing	<ul style="list-style-type: none"> <li>• Facebook Marketing</li> </ul>
14 25-4-22	Project Consultation	
15 2-5-22	Student presentation	<ul style="list-style-type: none"> <li>• Digital marketing strategy project presentation</li> </ul>

## Digital Marketing Strategy Project Report and Presentation (Group)

This class requires five teams for the project and presentation.

**Objectives:** a) students understand the process to develop digital marketing strategy  
b) students can apply digital technologies and knowledge study throughout this course in generating a digital marketing strategy

**Setting:** Students can choose the project based on their preferences. The requirement is that the project shows students' ability to adopt digital technologies as part of marketing strategy. The examples of the project topic describe below. But this is not the specific project topic to follow.

Alternative #1: Develop new products or services with digital technologies as a core component. For example, Grab is the application developed from the gain/pain of the consumer in getting a taxi service. Multiple features have been created to provide convenience to the user, such as food delivery service, convenience store shopping, etc. Thus, alternative #1, students assume that your team is the start-up team, which present their project to get funding from venture capital firm.

Alternative #2: Your team adopts digital technologies to create a competitive advantage to solve the problem (or crisis) or seize the opportunity based on existing products and services. The technology can be part of any element of 4Ps or 7Ps.

*Example 1:* Value communication and delivery

During the Covid-19 lockdown, The Penguin Eat Shabu restaurant offered a shabu set with free shabu pot and distributed it through the Eventpop website. And the company keep partnering with existing digital technology provide in creating a channel to deliver the product to their customer. Thus, the company can survive during the crisis.

*Example 2:* Integrated Marketing Communication Campaign

Coke in Hong Kong would like to increase awareness of the TVC advertisement. Chok Chok campaign was developed by incorporating a mobile application app, combining gamification with point redemption. The campaign is one of the most successful campaigns in Hong Kong, both performance and brand impact.

*Example 3:* Business Diversification to match with the new shopper behavior.

Central is one of the big retail businesses in Thailand. The immigrating of consumers from offline to online channels challenge Central to join the e-commerce platform. The launching of central online cannot generate impact to the market. In 2018, Central joint venture with JD, China's largest retailer under JD Central's name.

Thus, alternative #2, students assume that your team is the company's marketing department, which presents their project to get budget approval in implementing the project.

### Report and Presentation Content

Students can adjust the heading to match the content and storyline you want to deliver. However, you have to ensure that the content covers the following topics

- **INTRODUCTION**

This section includes the rationale for utilizing digital technology in creating a competitive advantage in this digital marketing strategy report and presentation

- **DIGITAL MARKETING STRATEGY: TOWS MATRIX**

This section includes the marketing landscape analysis, which provides essential SWOT analysis, used to create strategic alternatives based on the TOWS matrix.

- **DIGITAL MARKETING OBJECTIVE**

This section includes the SMART digital marketing objective. The marketing objective should lead to a financial objective, consisting of short-term, middle-term, or long-term depending on the topic selection.

- **TARGETING**

This section explains the characteristics of the target market for the online value proposition. It should consist of the justification in terms of financial and marketing benefits in penetrating this market.

- **POSITIONING STATEMENT**

Besides the position statement, this section should include a complete explanation for the online value proposition.

- **DIGITAL MARKETING STRATEGY**

This section answers the strategic direction to deliver the online value proposition to the targeting, which enables the organization to succeed, as stated in the objective.

- **DIGITAL MARKETING TACTICAL PLAN**

This section includes the proposal of a tactical plan, which dictates how the digital marketing strategy will implement. The section can be organized based on 4Ps or 7Ps marketing mix, which is developed based on the market landscape.

- **DIGITAL MARKETING METRICS**

This section includes all marketing metrics, which assign to be key performance index (KPI) for each tactical plan. This section has to align with the digital marketing strategy objective section, which is the end goal for this report.

- **BIBLIOGRAPHIES**

All the information from secondary sources has to be cited in APA format. You can download the EndNote program from this link <https://library.tu.ac.th/academic-support/endnote>. Or you can use online "citationmachine" to generate citation <https://www.citationmachine.net/apa/cite-a-book>

#### Report Style Instruction

- Page size : A4 size
- Font size : Heading Level 1 – Arial Font 12 pt. and Bold, left align  
Heading Level 2 – Arial Font 10 pt. and Bold, left align  
Body Text – Arial Font 10 pt. and Regular,  
For new paragraph indent by 0.5 cm and 1.5 line spacing
- Line spacing : Single Space
- Margin : 1" for all 4 sides
- Bibliographies : APA style
- 
- Page Limitation : Report Proposal - *no more than 5 pages inclusive\**  
Final Written Report - *no more than 30 pages inclusive\**  
*\*Title page (member namelist) + Appendix are excluded.*

#### Grading on Written Report and Oral Presentation

The marks will assign for written clarity based on the following evaluations

- Did you communicate ideas, data, and conclusions?
- Did you write with precision, clarity, and economy?
- Did you do extraordinarily well or do more of it than is expected? (This is the realm of not just doing the research report but doing something extra. I will know it when I read it.
- If elements are missing from the paper, it is subject to mark deduction.

**Each group will have 15 minutes to present and 10 minutes for Q & A.** And your **Oral Presentation** will be graded based on the following criteria:

- a) Clarity:** Does the presentation easy to understand and adequately motivated by material? 30 Points
- b) Coherence:** Did the presenter provide information in an ordered, logical, professional manner? 30 Points
- c) Creativity:** Did the presenter generate something extra? (I cannot identify, but I will know it when I see it) 20 Points
- d) Use of graphic aids:** Were the figures, table, or other media aid easy to read and effectively illustrate the presenter's points? 20 Points

Submission Instruction

Report and presentation files have to submit via MS team assignment as scheduled. The file should include

- Report file
- PowerPoint file
- Other filetypes that use in the presentation

All file name should structure as **MK319-BE-ProjectName-FileContent**

Ex. MK319-BE-Coke-Report.docx, MK319-BE-Coke-Presentation.ppt, MK319-BE-Coke-Clip.mp4

**Individual Assignment: Digital Marketing Skill Development**

Part I: The proposal's content (1 page+appendix) should include the following info.

The main objective of this assignment is to allow students to develop digital marketing skills based on their preferences. There is no fixed format for this assignment.

- Specify the selected skill (s) - This should be part of your personal branding, which will benefit your internship or career path, especially digital-related professional
- Explain how the selected skill (s) link with digital marketing
- The current level of the chosen skill
- The expected level or outcome after pass through the practicing process. You need to ensure that it's a challenging level.
- Timeline of the practicing/learning/implementing process
- 1 A4-size page. + Appendix (no limit)
- Rubrics for proposal are relevant, challenging, communicable, coherent

Part II: The content of the final report (2 pages+appendix) should include the following info.

There is no fixed format for this assignment. The final report's main objective is to conclude what you have learned for 2 months and 15 days as part of students' digital marketing skills. The final report content should include the following info.

- Output skills (+Outcome) that you have learned or developed - Weblink, Fan page, IG, etc.
- Key Takeaways: What were the key takeaways for yourself. Students have to summarize what you have learned during the learning process. As indicated in your proposal, you can use this section to identify factors that make you cannot succeed.
- 2 A4-size page. + Appendix (no limit)
- Your write-up should be conclusive, communicable, understandable, and persuasive.
- Rubric for the final report are effort & output, report content, coherent/communicable/persuasive writing style

Submission Instruction

Microsoft team