

MK319 Course Outline

Prerequisite: MK312

Course Description:

Digital marketing strategy course is to educate students to understand how to applying 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

Class Time and Venue:

Date: Monday

Time: 1:00 PM – 4:00 PM

Place: TBA

Remark: The guest speaker schedule will be subject to change.

Course Instructors	Assoc. Prof. Dr. Aurathai Lertwannawit
Email	Aurathai@tbs.tu.ac.th
Office Hour	Monday 4:00 PM – 5:00 PM

Grading:

EVALUATION CRITERIA		Percentage
a)	Class Participation [Morality and Ethics+ Knowledge + Intellectual Development] - In-class discussion - Student self-reporting method	5
b)	Class Attendance [Morality and Ethics + Responsibility]	5
c)	In-Class Activities and Assignments [Morality and Ethics + Responsibility + Knowledge + Intellectual Development] - Assignments - In-class activities	30
d)	Final Examination [Morality and Ethics + Knowledge + Intellectual Development]	30
e)	Digital Marketing Strategy Report and Presentation [Interpersonal Skills and Responsibilities + Knowledge + Intellectual Development + Morality and Ethics]	30

Tentative class schedule

Week	Topics	Activities	Lecturer
Module I: Issues and challenges of digital technologies in marketing competitive landscape			
1	MK319 Class Introduction Session	• Course Outline • Review of marketing strategy formulation process • Digital Marketing Strategy Landscape	A.Aurathai
2	Digital Transformation	• Process, People, and Technology • Business Model Development	A.Aurathai
3	Consumers in the Digital Era: Customer Decision Journey	• Customer decision journey [Moment of truth] • Customer centricity and insight	A.Aurathai
4	Consumers in the Digital Era: Customer Decision Journey	• Segmentation, Targeting, Positioning Review • Marketing funnel	A.Aurathai
Module II: Leveraging digital technologies to gain a competitive advantage			
5	Social Media Marketing I	• Facebook Marketing	Guest Speaker
6	Social Media Marketing II	• Facebook Marketing(cont'd) • Instagram	Guest Speaker
7	Chat Marketing	• Line OA + Line MyShop Chatbot	Guest Speaker
8	Search Marketing	• Search Engine Optimization (SEO) • Search Engine Marketing (SEM) • Pay per click • Display advertising • Google platform	Guest Speaker
9	Web Marketing	• Website Creation Alternatives + Microsite • Website Management • User Interface • Linkage with SEO: Landing page • Linkage with Content Marketing	Guest Speaker
10	VDO Content Marketing	• Youtube Marketing	Guest Speaker
Module III: Digital Marketing Strategy Formulation			
11	Digital Marketing Objectives and Online Value Proposition (OVP) Development	• Digital marketing objectives development • Online value proposition development • Service blueprint	A.Aurathai
12	Digital Marketing Channels: Delivering the digital customer experience	• Omni Channel • O2O Channel • E-Marketplace	A.Aurathai
13	Integrated Marketing Communication: Campaign Planning	• Campaign planning • Content Marketing	A.Aurathai
Module IV: Designing Metrics to measure the success of the digital marketing strategy			
14	Digital Marketing Metrics	• Volume Metrics • Value Metrics • Cost Metrics	A.Aurathai
15	Student presentation	• Digital marketing strategy project presentation	A.Aurathai