

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED ECONOMIC AND SOCIAL SCIENCES		
ACADEMIC UNIT	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
LEVEL OF STUDIES	<i>Undergraduate</i>		
COURSE CODE	5601	SEMESTER	6th
COURSE TITLE	DIGITAL MARKETING		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
Lectures		4	5
COURSE TYPE	General Background		
PREREQUISITE COURSES	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	https://oeclass.aua.gr/eclass/		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of the course is:</p> <p>The aim of this course is to help students understand what Digital Marketing is, how it works and how it can help them optimize their marketing campaign by leveraging the challenges, techniques and tools of Digital Marketing. The combination of ICT & digital technologies and their various possibilities leads to a very wide range of options that come to enrich and reshape the strategy, development policy and the mix of Digital Marketing.</p> <p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> • focus on the specific features of Digital Marketing development and promotion techniques • distinguish the different types of online advertising • understand how to apply the different types of digital projection • distinguish the advantages and disadvantages of banners, popups, text-ads, flash ads & rich advertising media, 3D Visualization, advertorials, native advertising, online sponsorship • understand SEO / SEM Search Engine Optimization • manage paid search engine marketing campaigns. • distinguish between different forms of media & digital projection techniques with application examples. • understand email display formats. • understand the methods and techniques of personalization & recommendations. • give relevant examples of these applications

General Competences

Adapting to new situations

Decision-making

Working independently

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Teamwork

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional, and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

3. SYLLABUS

1. Digital marketing and digital economy
2. Digital customer - customer experience - customer travel map
3. Digital marketing compliance with the General Data Protection Regulation (GDPR)
4. Digital Marketing development & promotion techniques
5. Design and development of an online presence
6. Content' content marketing and content development strategy
7. Search Engine Optimization - SEO
8. Search advertising / pay per click
9. Social media MKT - social media MKT
10. Mobile marketing & APPS
11. Analytical digital marketing and internet
12. Neuromarketing - eye tracking
13. Innovative Digital Marketing Models

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore,

articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face -to-face, Distance learning														
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System) • Support of lectures using presentation software • Use of audiovisual material • Use of web applications <p>Communication with students: face to face at office hours, email, eclass platform</p>														
TEACHING METHODS	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures (direct)</td> <td style="text-align: center;">65</td> </tr> <tr> <td><i>Writing paper/ papers</i></td> <td style="text-align: center;">28</td> </tr> <tr> <td><i>Independent Study</i></td> <td style="text-align: center;">30</td> </tr> <tr> <td><i>Advisory support</i></td> <td style="text-align: center;">0,5</td> </tr> <tr> <td><i>Exams</i></td> <td style="text-align: center;">2</td> </tr> <tr> <td><i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i></td> <td style="text-align: center;">125,5 h</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Workload</i>	Lectures (direct)	65	<i>Writing paper/ papers</i>	28	<i>Independent Study</i>	30	<i>Advisory support</i>	0,5	<i>Exams</i>	2	<i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i>	125,5 h
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STUDENT PERFORMANCE EVALUATION	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <ol style="list-style-type: none"> i. Compulsory written final examination at the end of the semester (weighting factor 70% at least) which may includes: <ul style="list-style-type: none"> • Multiple choice questionnaires • Open-ended questions • Problem solving • Oral examination <p>Evaluation criteria: correctness, completeness, clarity</p> ii. Optional written exam or essay during the semester (weighting factor 30%) which may includes: <ul style="list-style-type: none"> • Multiple choice questionnaires • Open-ended questions • Problem solving • Essay/report • Oral examination <p>Evaluation criteria: correctness, completeness, clarity</p> 														

	<p>Special learning difficulties:</p> <p>Students with special learning difficulties in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p>Specifically-Defined Criteria:</p> <p>The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.</p>
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5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography in Greek Language:

- Βλαχοπούλου Μάρω, “Ψηφιακό Μάρκετινγκ”, Εκδόσεις Rosili (2019)
- Σιώμκος Ι. Γ., Μαύρος Α. Δ. “Έρευνα Αγοράς” Εκδόσεις Λιβάνης (2015)
- Πετρόπουλος, Φ., and Β. Ασημακόπουλος. "Επιχειρησιακές προβλέψεις." Αθήνα: Εκδόσεις Συμμετρία (2011).
- Πολυχρονόπουλος, Γεώργιος Ι., and Κωνσταντίνος Β. Ρόντος. "Εργαλεία και τεχνικές λήψης επιχειρησιακών αποφάσεων." (2015).

Suggested Bibliography in English Language:

- Denault, Jean-Francois, “The handbook of market research for life science companies: finding the answers you need to understand your market.” (2017).
- Ferrucci, F. (2013). Pro-active Dynamic Vehicle Routing: Real-time Control and Request-forecasting Approaches to Improve Customer Service. Springer Science & Business Media.

Related academic Journals:

- Journal of Innovations in Digital Marketing
- International Journal of Online Marketing
- Journal of Digital & Social Media Marketing
- International Journal of Internet Marketing and Advertising
- Journal of Digital & Social Media Marketing

Instructor's Notes