Course Descriptions None 2021-2022

Course Title	Digital Marketing
Course Code	EBC4267
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	11-4-2022	3-6-2022		X			X

Level	Intermediate/Advanced
Coordinator	Niels Holtrop For more information:n.holtrop@maastrichtuniversity.nl
Language of instruction	English

Goals

Ultimately, the course provides students with strategic and analytical skills to:
1. Describe the implications of the digital revolution for business model formulation.
2. Develop a digital marketing program for a given organization.
3. Explain and work with the basic concepts of several methodologies (e.g. market response models, field experiments, observational studies) used to evaluate digital marketing actions.
4. Explain and understand the basic digital marketing concepts and methodologies published in the academic literature.
5. Select and apply a suitable method to address a specific digital marketing problem
6. Interpret the results of (own or prior) digital marketing research.
7. Report in writing about the solution to a digital marketing problem, and its managerial implications.

Description

Digital Marketing focuses on the new challenges and opportunities marketers face in the digital age. Digital marketing encompasses more than adding new channels to the marketing mix: It also gives rise to new ways of doing business. As such, this means that firms should focus on integrating digital marketing into their existing marketing mix. For example, major players such as Proctor & Gamble have shifted considerable amounts of their marketing budget to digital channels. However, such firms also have to take into account differences in consumer behaviour in digital channels, changes to consumer needs due new digital offerings, opportunities offered by developments such as robotization and AI etc., calling for a critical evaluation of the entire existing marketing mix. Moreover, competition is also reshaped as firms are faced with new, digital-only competitors who successfully translated existing offerings to an online context (e.g. Amazon and Zalando), as well as platforms firm that operate from a complete new business model, for example by directly connecting buyers and sellers (e.g. AirBNB, Alibabba, UBER) or changing the way products are consumed (e.g. Spotify, WhatsApp). Beyond the existence of new marketing channels and business models, a third change is the vastly increased amount of data available for evaluation of the effectiveness of marketing actions. Given the inherent digital nature of the marketing actions taken, it has become commonplace to evaluate the effectiveness thereof using market response models, field experiments and observational studies. Thus, this course will not only emphasize the strategic implications digitalization has for businesses, but also equip students with the (statistical) tools to evaluate the effectiveness of digital marketing actions.
To achieve these goals, the course is structured around a mix of theoretical and practical topics. During the course, a set of academic articles will shine a light on how digitalization impacts existing business models, the marketing mix and consumer behaviour. These academic insights provide a theoretical foundation based on state-of-the-art knowledge to approach the digital marketing phenomenon. A subgoal of the course explicitly also is to become comfortable with reading quantitative marketing articles, and building an understanding of the methods used in such articles. Building on the development of statistical methods, during two team assignments students get hands-on experience with working with real-life experimental and observational data. These assignments not only help develop a feeling for the methods encountered in the academic articles, but also help students develop their R skills further.

Literature	The readings for this course consist of a set of academic articles. The course syllabus will provide the reading list.
Prerequisites	
Keywords	
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Attendance / Written Exam / Assignment / Presentation
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Master Business Research - No specialisation	Year 1 Disc - IB Strategic Marketing
Master Business Research - Operations Research	Year 2 Elective Course(s)
Master Human Decision Science	Elective Course(s)
Master International Business - Accounting and Business Information Technology	Elective Course(s)
Master International Business - Entrepreneurship and Business Development	Elective Course(s)
Master International Business - Managerial Decision-Making and Control	Elective Course(s)
Master International Business - Information Management and Business Intelligence	Elective Course(s)
Master International Business - Marketing-Finance	Elective Course(s)
Master International Business - Organisation: Management, Change and Consultancy	Elective Course(s)
Master International Business - Strategic Corporate Finance	Elective Course(s)
Master International Business - Strategic Marketing	Compulsory Course(s)
Master International Business - Strategy and Innovation	Elective Course(s)
Master International Business - Supply Chain Management	Elective Course(s)
Master International Business - Sustainable Finance	Elective Course(s)