



INTERNATIONAL
HELLENIC
UNIVERSITY

DEPARTMENT OF
BUSINESS ADMINISTRATION

Serres Campus
Terma Magnesias, 62124, Serres - Greece

COURSE DESCRIPTION

DIGITAL MARKETING

Semester: 7th

Lectures: 3 hours per week

ECTS: 5

Course objective:

The objectives of this course are to:

- Analyze the digital marketing landscape and describe the opportunities and the available tools for marketing activities in the digital world.
- Reveal the relationship between traditional marketing and digital marketing activities.
- Analyze the most important models of digital marketing.
- Describe mobile marketing as a special case of digital marketing.
- Provide the opportunity for the design of an online store.

Learning outcomes:

Upon completion of the course, students should be able to:

- Understand the differences and the opportunities of digital marketing
- Understand the differences and the opportunities of mobile marketing
- Understand the buying behavior of the online customers
- Understand the characteristics of digital marketing models.
- Be able to analyze and interpret web traffic.
- Be able to design an online store (with the use of an e-commerce-platform).

Course content:

- Marketing and the Internet,
- The Electronic Consumer: characteristics and buying behavior.
- The Digital Marketing Mix,
- Surveying for Digital Marketing,
- Managing Products/ Brands in the Digital Environment,
- Communicating Value in the Digital Environment,
- Online Marketing Strategies,
- Search Engine Optimization & Web Analytics
- Mobile marketing
- Special and current issues of digital marketing

Exam methods:

- Assignment (development of online store)
- Case study analysis