



# Digital Marketing Strategy – Planning & Implementation

## May/June 2019 (16 hours)

**Course registration fee:** €260/UoM students €240

**Time:** 5.15p.m. – 7.30p.m. (Welcome coffee at 5.15p.m.)

**Dates:** May 2019: Mon 13; Thurs 16; Mon 20; Thurs 23; Mon 27; Thurs 30; June 2019: Thurs 6; Tuesday 11

**Venue:** The University Residence, Robert Mifsud Bonnici Street, Lija (ample parking space available)

**Accreditation Level:** This course has been approved by the National Commission for Further & Higher Education as equivalent to Level 5 (3 ECTS) - Licence No: 2013-FH1-019; Further & Higher Education Institution

Upon course completion with 80% attendance and successfully completing an assignment, attendees will receive an NCHFE Accredited Certificate from Malta University Consulting.

### ATTENDEES WILL NEED TO BRING THEIR LAPTOPS TO THE SESSIONS

#### Who should attend?

The course is aimed at:

- Individuals who would like to learn practical insights and hands on practice in Digital Marketing
- Individuals who have experience in a different field but want to broaden their knowledge by adding digital marketing to their skill set
- Individuals who would like to improve their companies or the company they work for by adopting a strategic approach to their digital marketing effort

#### Benefits to you and your company

By the end of the unit the you will be able to design and implement a basic digital marketing strategy for a business or NGO. You will gain practical insight on how to define and reach a target market by harnessing the power of digital marketing to create impact. You will also be able to identify areas in an organisation where digital marketing can help the organisation grow and become familiar with the key digital marketing channels including the organisation's online presence, social media, email marketing and digital advertising. Students will also be able to assess the current state of the organisation's digital presence and select and use appropriate online digital marketing tools. At the end of the course, attendees will be expected to individually design and submit a digital marketing campaign plan for an assigned case study.

#### Learning outcomes

- Define terminology related to digital marketing
- Illustrate the state of a business online presence – identify business objectives and set goals
- Construct a digital marketing strategy
- Identify tools to implement a digital marketing strategy
- Explain the value of leading digital marketing channels
- Be responsible for the effective and efficient administration of digital advertising content and email campaign within established timeframes
- Consult advanced textbooks and journals to further skills on the subject

**Delivery style:** The course will be delivered through the presentation of case studies, best examples, class discussions and demonstrations. This will ensure that attendees acquire applied skills.

#### Course Tutor: Dr Franco Curmi Ph.D (Lancs), M.Res. (Lancs), M.A. (Melit)

Dr Franco Curmi holds a Ph.D. on the Digital Economy from Lancaster University through the support of the UK Research Council, the Lancaster University Management School and the Lancaster University School of Computing and Communications. Prior to this, he held managing positions in technology-based companies where he provided services for clients including. Sony, Reuters and Philips among others. Dr Curmi is an academic at the University of Malta and an industry consultant. His current interdisciplinary research cuts across marketing, design and computer science. Dr Curmi has a Master in Creativity and Innovation from the University of Malta and Master in Digital Innovation from Lancaster University.

**Contact Information:** Malta University Consulting Ltd. Tel: 21 240746/9982 9244; email: maria.bugeja@muhc.com.mt

# Programme

## Session 1: New trends in Digital Marketing to create impact

- The customer and the online experience
- What's new?
- Success cases
- Definition and terms
- Type of digital marketing objectives

## Session 2: The Website in an Integrated Online Presence

- History: where are we and how did we get here?
- Right vs wrong design
- Main design requirements, functionality, fashion and trends
- Identifying key requirements
- Planning, outsourcing or deploying techniques

## Session 3: Content Marketing

- Why content marketing has high value
- Content type
- Audience mapping
- Ideation
- Distribution

## Sessions 4: Search Engine Optimisation

- What is search engine marketing
- Improving website visibility in Google results (SEO)
- Using data for marketing insights
- Essential tools

## Session 5: E Mail Marketing and Creating Content

- What is email marketing?
- Building email lists and CRM
- Legal considerations
- Leading email marketing tools
- Creating effective email content

## Session 6: Social Media Tactics

- The value of social media on marketing efforts
- How social media works: message diffusion and propagation
- Selecting social media platforms
- Online PR and viral marketing
- Content for social
- Tools for measuring the impact of social media campaigns

## Session 7: Online Advertising

- Creating effective ads
- Advantages and disadvantages of online ads and ads type
- Identifying and creating audiences
- Generating leads from ads
- Testing and optimisation

## Session 8: Developing an Integrated Strategic Plan

- Developing a plan
- Personas
- Integrating the marketing investment