

<b>Course</b>	<b>Digital Marketing Communication and Content Management, 6 ECTS</b>
<b>Course period</b>	07.09.2018 – 07.01 2019
<b>Enrolment</b>	1.03.2018 – 13.05.2018 <a href="http://www.projectboosted.eu/student-corner/courses/digital-marketing-communication-and-content-management/">http://www.projectboosted.eu/student-corner/courses/digital-marketing-communication-and-content-management/</a> A notice of acceptance will be sent by June 1, 2018
<b>Host university and faculty</b>	University of Latvia, Faculty of Business, Managements and Economics
<b>Implementation mode</b>	This course is a 100 % online course. Participating Hill-sessions is optional, but recommendable. Sessions are recorded and uploaded on Moodle study platform.
<b>Language of instruction</b>	English (intermediate level is required)
<b>Min/Maxim. participants</b>	15/35
<b>Purpose, content, learning outcome</b>	<p><b>Purpose</b> The purpose of the course is to provide advanced knowledge, insights and practical skills needed in managing marketing communication in contemporary tourism organisations.</p> <p><b>Content</b> Using internet as a communication tool in tourism; digital communication models; digital marketing mix (7P) and marketing communication; Internet audience, consumer behaviour and customer profiles; designing digital experience: web sites and mobile marketing; web site design, structure, aesthetics and navigation; content strategy, storytelling and copywriting; marketing in social media and its optimization; traffic building techniques and communication mix; online marketing metrics and analytics</p> <p><b>Learning outcome</b> Student</p> <ul style="list-style-type: none"> <li>• recognizes different consumer behaviour models in tourism and online consumer profiles</li> <li>• develops a coherent, fully integrated and effective promotion strategy by combining the promotion tools of traditional and digital marketing</li> <li>• develops a creative concept of marketing communication including visual expressions of ideas in creative design and creates stories to engage tourists and to induce valuable digital experience for tourists</li> <li>• ensures that digital experiences are integrated with the rest of the business, and customer needs are translated into professional site design with content quality, aesthetic design, good navigation and clear structure.</li> <li>• understands the relevance of social media to tourism business, is able to integrate social media into a communication strategy and develops an understanding of practical approaches to improve marketing on main social networks.</li> <li>• assesses different options for traffic building and uses search engine optimisation, link building, affiliate marketing and display advertising as well as tests engaging paid media placements</li> <li>• uses marketing metrics and analytics for analysing the benefits of online marketing communication</li> </ul>

<b>Student's workload</b>	6 ECTS means approx. 160 hours of student work. This includes all the course activities (online lectures, assignments, independent studying, group work and presentations, assessment and feedback).
<b>Course implementation</b>	<p>This course includes online lectures (recorded), presentations, reading materials, individual and group assignments and group presentations. Online contact lectures will be held once a week on Friday. All the course material and details are in Moodle (key and further instructions will be sent to accepted students).</p> <p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>1) Assignment 1. Applied theory test and practical case analysis (individual work).</li> <li>2) Assignment 2. Group work based on case study on Moodle platform (group presentation).</li> <li>3) Assignment 3. Development of digital content strategy for tourism destination or company X.</li> </ol> <p>Group presentation and written report (based on all course materials, independent studies and field work)</p>
<b>Internationality</b>	The study material and assignments will include cases from different countries and for different target markets. The international student environment will ensure the implementation of international dimension in this study course. Students will work in international study environment and strengthen the intercultural communication skills.
<b>Co-operation with tourism industry</b>	<p>The case based learning method ensures the link between this study course and industry. All business case studies included in this course (on Moodle platform) are from real life professional practice. For Assignment 1 students will use examples from real companies (website, social networks, YouTube, etc.)</p> <p>For Assignment 3. students will develop content marketing strategy based on real companies needs.</p>
<b>Prerequisites and assessment</b>	<p>Basic skills in IT and marketing are required. Assessment of the course is done by teacher, by student's self-evaluation and by peer evaluation (for group work). The course and all assignments are evaluated on scale 1-10. Assessment criteria is in the Moodle. All assignments are checked through a plagiarism system to ensure original work with proper referencing.</p> <p><b>Assessment:</b></p> <ol style="list-style-type: none"> <li>1) Assignment 1. Applied theory test and practical case analysis (individual work): 1-10, 30 % of the total course grade.</li> <li>2) Assignment 2. Group work based on case study on Moodle platform (group presentation): 1-10, 30 % of the total course grade.</li> <li>3) Assignment 3. Development of digital content strategy for tourism destination or company X: 1-10, 40 % of the total course grade.</li> </ol> <p>All assignments have to be approved in order to get a grade for the entire course. Partially accomplished assignments are not accepted. Due dates are to be followed strictly because of the project schedule, and failing in this will mean removing the student from the course. In real emergency student must contact immediately the course teacher for extra arrangements. In case of illness, official sick leave certificate is needed.</p>

<b>Resources</b>	<p><b>Online learning infrastructure:</b> a computer with camera, microphone and Internet access.</p> <p><b>Recommended literature:</b></p> <ul style="list-style-type: none"> <li>• Chaffey, D. &amp; P. Smith. (2017) Digital Marketing Excellence. Planning, Optimizing and Integrating Online Marketing. Fifth Edition. Routledge.</li> <li>• Callahan, C. (2016). Putting Stories to Work: mastering business storytelling. Pepperberg Press.</li> <li>• Sheridan, M. (2017). They Ask, You Answer. Wiley, New Jersey.</li> <li>• Albee, A. (2015). Digital Relevance: Developing Marketing Content and Strategies that Drive Results. Palgrave Macmillan US.</li> <li>• The Content Promotion Manifesto: Getting the Most Out of Your Content Marketing. By Chad Pollitt (Free PDF) <a href="https://connect.relevance.com/content-promotion-manifesto">https://connect.relevance.com/content-promotion-manifesto</a></li> <li>• WTO (2014). Handbook on E-marketing for Tourism Destinations. - Fully Revised and Extended Version 3.</li> </ul> <p>Other literature sources and web material are in Moodle.</p>
<b>Lecturer and contact during the course</b>	<p><b>Lecturer</b> Dr. Aija van der Steina</p> <ul style="list-style-type: none"> <li>• Course teacher is available in Hill (aija.vdsteina) every Friday during weeks 36 - 48.</li> <li>• Online contact lectures will be held every Friday at 12:00 – 13:30 pm.</li> <li>• For consultation teacher is available every Friday at 13:30 – 14:00 pm.</li> <li>• Moodle public conversation forum: "Questions and answers about this course" (course-related questions)</li> <li>• In other matters, aija.vdSteina (at) lu.lv</li> </ul>