Digital Marketing

Anastássios Perdicoúlis
Assistant Professor, ECT, UTAD (http://www.tasso.utad.pt)
Senior Researcher, CITTA, FEUP (http://www.fe.up.pt/~tasso)
Visiting Researcher, Oxford Institute for Sustainable Development, OBU, UK

1 Description

The unit covers key concepts of marketing (e.g. market research, advertisement) and digital technology (e.g. channels and means). Skill development includes the preparation of a verifiable digital marketing strategy based on the understanding of (or stated assumptions about) the market.

2 Teaching and assessment

**CLASS FORMAT** Presentations, reflections, questions

**PROJECT** Preparation of a digital marketing strategy for a client (v. § 4, § 5)

**WORKGROUPS** ca. three to five (3–5) students

**CRITERIA** Traceability, objectivity, precision, accuracy (Perdicoúlis, 2012)

3 Programme

**S01** Unit presentation and logistics
**S02** Brands, market, advertisement, strategy, stakeholders
**S03** Products and services: from classic/ traditional to digital
**S04** Strategy and tactics of marketing
**S05** Individuals and society: needs, rights, limits
**S06** Channels/ pathways and means; digital platforms; integration
**S07** Digital platforms (cont.)
**S08** Usability online; digital lifestyle
**S09** Assessment and monitoring: metrics
**S10** Analysis techniques
**S11** Implementation/ operationalisation
**S12** Assignment support
**S13** Assignment support (cont.)
**S14** Global review and discussion

---
a e-Marketing — Information and Communication Technology; Communication Science; Communication and Multimedia
b Corresponds to the unit’s generic configuration — v. SIDE for current specifics
4 Document structure

1. Situation and context ...................................... e.g. re: concerns, people, place
2. Intents and conditions .............................. e.g. re: vision; desired outcomes; environment
3. Action scenarios ...................................... e.g. re: what can be done; scenarios
4. Discussion and decision .............................. e.g. re: efficacy & side effects; global view
5. Observations ................................................ e.g. re: outlook; observations

5 Sectors

1. Fashion ...................................................... e.g. clothes, shoes, make-up
2. Food ........................................................... e.g. products, restaurants
3. Cars ....................................................................... e.g. sales, rent
4. Social events ......................................................... e.g. public functions
5. Media streaming .................................................... e.g. news, entertainment

6 Reading list


