

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	<b>INTERACTIVE MARKETING &amp; DIGITAL CONSUMER BEHAVIOR</b>				
<b>Course code (LAIS):</b>					
<b>Study programme:</b>	<b>Strategic Tourism Management</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/> 1st level professional higher education				
	<input type="checkbox"/> Professional Bachelor				
	<input checked="" type="checkbox"/> Professional Master				
	<input type="checkbox"/> Academic Master				
	<input type="checkbox"/> PhD level				
<b>Type of Study programme:</b>	<input type="checkbox"/> Compulsory course (Part A)				
	<input type="checkbox"/> Professional specialization courses (Part B, compulsory)				
	<input checked="" type="checkbox"/> Professional specialization optional courses (Part B, optional)				
	<input type="checkbox"/> Elective courses (Part C)				
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	4	6	160	48	112
<b>Course Author/ Tutor:</b>	Guest lecturer Iлона Beliatskaya, MSc, MA				
	<a href="mailto:ilona.beliatskaya@va.lv">ilona.beliatskaya@va.lv</a>				
	Consultation: according to the schedule for each semester				
<b>Study Form:</b>	Full-time studies				
<b>Study year, semester:</b>	Year 1, Semester 2				
<b>Language:</b>	English				
<b>Prerequisites for the Course:</b>	None				
<b>Course Summary:</b>	<p>This course aims to develop students' understanding of the key concepts and principles of interactive marketing and digital consumer behavior. Modern businesses cannot ignore the importance of various interactive tools, both for the size of the audience and the amount of time many people spend on social media and other online networks. The digitization of business processes increases the importance of real-time success measures for interactive marketing and online activities. In this course, students will practically learn how to plan the publication and distribution of online media and thus market a product or service in the digital environment.</p>				
	<p>The course includes interactive lectures complemented by hands-on seminars. Students are expected to complete the required readings before attending the actual classes, thus being able to contribute to the sessions. Theoretical concepts will be illustrated by real-world examples to deepen the students' understanding. Students will be highly encouraged to contribute with examples that they have observed personally.</p>				
<b>Assessment:</b>	Individual written assignment, group presentation, and quiz.				
<b>Requirements for Credits:</b>	The final grade will be determined by:				
	<p><b>Individual written assignment: 40%</b></p> <p>Each student should create a marketing campaign for a product or service from the service industry. The written assignment should cover all the types of online media and interactive technologies covered during the course. The detailed requirements for the written assignment will be presented during the introductory lecture.</p> <p><b>Group presentation: 20%</b></p> <p>Students will be asked to form pairs and to do an oral presentation in front of the class. The list of topics for presentations will be predetermined by the lecturer. The assignment will combine a theoretical and an applied component.</p>				

	<p><b>Quiz: 35 %</b> There will be the final quiz based on the readings and lectures.</p> <p><b>Participation and contribution to discussions: 5%</b> Students are expected to contribute to the lectures by coming prepared with the assigned reading materials and by actively participating in the discussion on the topic of the session and the exercises. Student participation will be judged based on the quantity and quality of the input in class.</p> <p>All assignments must be completed and submitted by the mentioned deadline. The late submissions will be accepted but with the substantial deduction of points. The assignments must be prepared in line with the academic standards and instructions provided by the instructors. Also, the rules of the course attendance will be highly observed.</p>																						
<p><b>Abiding by the Academic Ethics</b></p>	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> <li>– study papers must be independently developed;</li> <li>– the study work should reference all statements, ideas and data used that have been authored by someone else;</li> <li>– appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified;</li> <li>– the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise.</li> </ul> <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p>																						
<p><b>Learning Outcomes; the evaluation methods and criteria</b></p>	<table border="1"> <thead> <tr> <th data-bbox="555 1227 1027 1256">Learning Outcomes</th> <th data-bbox="1027 1227 1441 1256">The evaluation methods and criteria</th> </tr> </thead> <tbody> <tr> <td colspan="2" data-bbox="555 1256 1441 1285"><b>Knowledge</b></td> </tr> <tr> <td data-bbox="555 1285 1027 1350">In-depth knowledge about the tools and metrics applied in interactive marketing.</td> <td data-bbox="1027 1285 1441 1350">Lectures, case studies, quiz, individual assignment, group work.</td> </tr> <tr> <td data-bbox="555 1350 1027 1444">Critical understanding of the key concepts and theories related to interactive marketing and (digital) consumer behavior.</td> <td data-bbox="1027 1350 1441 1444">Lectures, case studies, quiz, individual assignment, group work</td> </tr> <tr> <td data-bbox="555 1444 1027 1538">Know how to use the latest applications to monitor the online presence of the business and its services.</td> <td data-bbox="1027 1444 1441 1538">Lectures, case studies, quiz, individual assignment, group work</td> </tr> <tr> <td colspan="2" data-bbox="555 1538 1441 1568"><b>Skills</b></td> </tr> <tr> <td data-bbox="555 1568 1027 1662">Ability to run interactive marketing campaigns and monitor consumer behavior in the digital environment.</td> <td data-bbox="1027 1568 1441 1662">Lectures, case studies, quiz, individual assignment, group work</td> </tr> <tr> <td colspan="2" data-bbox="555 1662 1441 1691"><b>Competencies</b></td> </tr> <tr> <td data-bbox="555 1691 1027 1807">Competence to diagnose real marketing problems, understand consumer behavior, and apply the relevant digital approaches in the marketing encounter.</td> <td data-bbox="1027 1691 1441 1807">Lectures, case studies, quiz, individual assignment, group work</td> </tr> <tr> <td data-bbox="555 1807 1027 1901">Competence to design, plan, run, and evaluate marketing campaigns and making them more interactive and engaging with customers.</td> <td data-bbox="1027 1807 1441 1901">Lectures, case studies, quiz, individual assignment, group work</td> </tr> <tr> <td data-bbox="555 1901 1027 1995">Competence to evaluate the marketing campaigns' performance and obtain a creative marketer mindset.</td> <td data-bbox="1027 1901 1441 1995">Lectures, case studies, quiz, individual assignment, group work</td> </tr> </tbody> </table>	Learning Outcomes	The evaluation methods and criteria	<b>Knowledge</b>		In-depth knowledge about the tools and metrics applied in interactive marketing.	Lectures, case studies, quiz, individual assignment, group work.	Critical understanding of the key concepts and theories related to interactive marketing and (digital) consumer behavior.	Lectures, case studies, quiz, individual assignment, group work	Know how to use the latest applications to monitor the online presence of the business and its services.	Lectures, case studies, quiz, individual assignment, group work	<b>Skills</b>		Ability to run interactive marketing campaigns and monitor consumer behavior in the digital environment.	Lectures, case studies, quiz, individual assignment, group work	<b>Competencies</b>		Competence to diagnose real marketing problems, understand consumer behavior, and apply the relevant digital approaches in the marketing encounter.	Lectures, case studies, quiz, individual assignment, group work	Competence to design, plan, run, and evaluate marketing campaigns and making them more interactive and engaging with customers.	Lectures, case studies, quiz, individual assignment, group work	Competence to evaluate the marketing campaigns' performance and obtain a creative marketer mindset.	Lectures, case studies, quiz, individual assignment, group work
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<b>Course Compulsory literature:</b>	<b>Reading materials:</b> <ol style="list-style-type: none"><li>1. Forrest, E., &amp; Mizerski, R. (1996). <i>Interactive marketing: the future present</i>. Lincolnwood, IL: NTC Business Books.</li><li>2. Shankar, V., &amp; Malhotra, E. C. (2009). A peek into the future of interactive marketing.</li><li>3. Malhotra, E., &amp; Shankar, V. (2009). A closer look into the future of interactive marketing.</li><li>4. Chaffey, D. (2019). <i>Digital marketing</i>. Pearson UK.</li><li>5. Morris, N. (2009). Understanding digital marketing: marketing strategies for engaging the digital generation.</li><li>6. Tiago, M. T. P. M. B., &amp; Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother?. <i>Business horizons</i>, 57(6), 703-708.</li><li>7. Turban, E.; Strauss, J. and Lai, L.: "Social Commerce". Springer, 2016.</li></ol>
<b>Course additional literature:</b>	<b>Extra reading materials:</b> <ol style="list-style-type: none"><li>1. Van Looy, A.: "Social Media Management". Springer, 2016.</li><li>2. Moe, W. &amp; Schweidel, D. (2014). <i>Social Media Intelligence</i>. Cambridge University Press.</li><li>3. Liu, B. (2012). <i>Sentiment analysis and opinion mining</i>. Morgan &amp; Claypool.</li></ol> <b>Websites:</b> <ol style="list-style-type: none"><li>1. Google Marketing Platform <a href="https://marketingplatform.google.com/">https://marketingplatform.google.com/</a></li><li>2. Google Alerts <a href="https://www.google.com/alerts">https://www.google.com/alerts</a></li><li>3. SEMrush – digital marketing toolkit <a href="https://www.semrush.com/">https://www.semrush.com/</a></li><li>4. Hootsuite – Social media marketing and management dashboard <a href="https://hootsuite.com/">https://hootsuite.com/</a></li><li>5. Brandwatch <a href="https://www.brandwatch.com/">https://www.brandwatch.com/</a></li></ol>
<b>Course confirmation date:</b>	06.10.2020.
<b>Date of course description update:</b>	

### Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	<b>Session 1:</b> Course introduction. Discussion of the course policy and syllabus.  What is interactive marketing? How to manage the right online presence.	4	8	Introductory lecture, case studies, individual work
	<b>Session 2:</b> Content marketing for brands (“owned” media).	6	10	Lecture, case studies, individual work
	<b>Session 3:</b> Social media marketing and advertising (“paid” media).	6	10	Lecture, case studies, individual work
	<b>Session 4:</b> User-generated content and virality: influencers and the social crowd (“earned” media).	6	12	Lecture, case studies, individual work
	<b>Session 5:</b> Direct marketing through messengers and chatbots.	6	10	Lecture, case studies, individual work
	<b>Session 6:</b> What is digital consumer behavior? Introduction to marketing intelligence. Data collection and analysis.	8	14	Lecture, case studies, individual work
	<b>Session 7:</b> Online brand monitoring: tools and best practices.  Course summary.	4	12	Lecture, case studies, individual work
	<b>Group presentations</b>	4	18	In-class group presentations
	<b>Quiz</b>	4	18	Final quiz
	<b>Hours total:</b>	<b>48</b>	<b>112</b>	