

Course: Digital Communications					
Semester	Duration	Course character	Workload	Credit Points	Examination form
	one Semester/ once a year	Elective	90 h, davon 28 h Contact studies 62 h Self studies	3	
Course coordinator			Prerequisites		
Dr. Vera Butkouskaya					
Description of the course					
<p>The rapid growth of new technologies and digital media influence how companies communicate with customers. From website creation and digital advertising to social media and content marketing. Multichannel and omnichannel marketing increase the intensity of the marketing communications the customer receives daily. It can harm the perceived value of the informational message and negatively affect the customer's trust in the company. In the digital era, with various digital media tools and media channels, the company should be able to send the right message to the correct person through the proper media at the appropriate time. Additionally, the integration of communication messages plays a significant role in increasing customer engagement.</p>					
Competency aims					
<p>The main objective of the course is to understand the current state of the art in digital marketing communications and to learn:</p> <ul style="list-style-type: none"> • How are communications built in the new digital ecosystem? • How can companies use the available big data on customer trends and competitive actions to improve their communication strategy? • How can interactive digital communication be built to improve customer engagement? • How can the company communicate so that the receiver will perceive the message correctly? • How can the company use the feedback through two-way communications with the customer to improve communication performance and retain customers? • How can companies measure the effectiveness of their digital marketing communications? 					
Course components					
Topic 1: From Traditional Communications to the New Digital Ecosystem					
Topic 2: Big Data as a source of company's processes optimization					
Topic 3: Creating an interactive dialog with the customers through digital media					
Topic 4: Integrated marketing communications (IMC) across multiple digital channels					
Topic 5: Leveraging the IMC capability to serve customer needs better					
Topic 6: Measuring the IMC positive effect on a company's performance					
References					
<p>Hartman, K., & Hartman, K. (2020). <i>Digital Marketing Analytics:-in Theory and Practice</i>. Independently Published.</p> <p>Kartajaya, H., Setiawan, I., & Kotler, P. (2021). <i>Marketing 5.0: Technology for humanity</i>. John Wiley & Sons.</p> <p>Kingsnorth, S. (2022). <i>Digital marketing strategy: an integrated approach to online marketing</i>. Kogan Page Publishers.</p> <p>Smith, P. R., & Zook, Z. (2019). <i>Marketing communications: Integrating online and offline, customer engagement and digital technologies</i>. Kogan Page Publishers.</p> <p>Rodriguez, M. (2020). <i>Brand storytelling: Put customers at the heart of your brand story</i>. Kogan Page Publishers.</p>					
Lecturer	Course language	Usability in ongoing studies / other studies			
	English				