



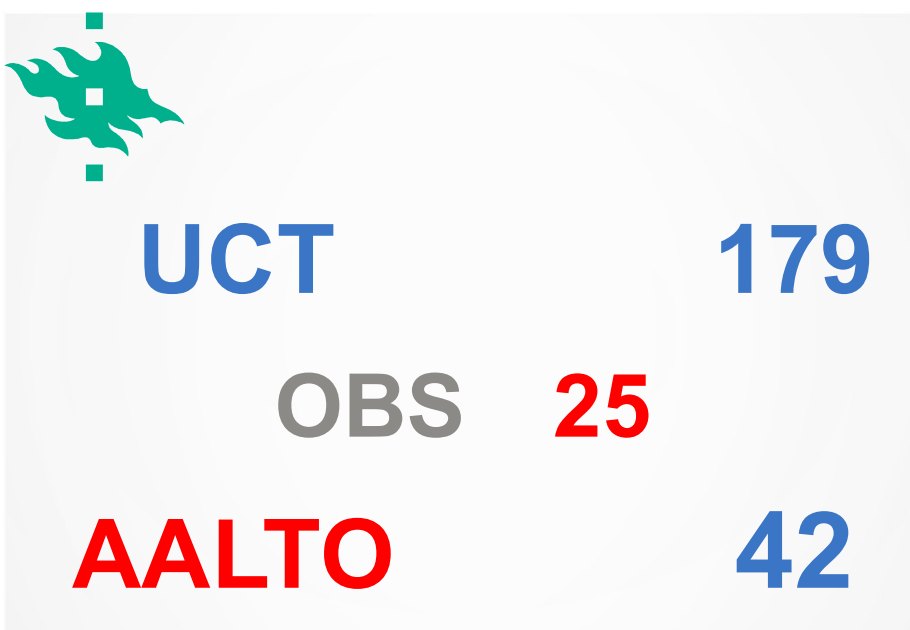
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# DIGITAL MARKETING MANAGEMENT

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|       |     |
|-------|-----|
| UCT   | 179 |
| OBS   | 25  |
| AALTO | 42  |

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# WHAT THIS COURSE IS NOT ABOUT...

*"I expect you all to be independent, innovative, critical thinkers who will do exactly as I say!"*

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## GENERAL INFORMATION

### Learning outcomes:

- Online marketing landscape is complex than ever. The holy grail of marketing problem, “delivering the right message to the right audience at the right time” promised by digital channels soon turned out to be a distant dream for marketers. Digital environment even though provides unparalleled and unlimited data on various aspects of consumer behavior; it fails to live up to the expectation of marketers due to its increased complexity. The objective of this course is to understand the complexity of this digital environment through different lenses of data and unravel the true underlying consumer and firm behavior.
- At the end of the course, students will learn the real value of digital marketing by carefully integrating with managerially important digital marketing problems. During the process, the students will gain expertise in various tools, techniques, and models.

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## GENERAL INFORMATION

### Contents:

- The contents of this course will consist of two parts.
- First, the conceptual and foundational concepts of the digital marketing environment that will include capturing value in an online marketing environment by understanding consumer and firm behavior.
- Second, the course will focus on data science that will cover topics such as from big data to better data, marketing performance measurement and tools for data analytics.

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## GENERAL INFORMATION

### Learning material:

- Slides, guest lectures and articles read during the course

### How to pass the course:

- Attend lectures, guest lectures, read and present articles, participate and present the group assignment and pass the final examination

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## ASSIGNMENT 1 =ARTICLE PRESENTATIONS

- As a group of 4-5 students, read two interlinked, FT50 or JIM, JR, IJEC, EJM, JBR published articles
- Synthesise these into one presentation, max 10 minutes
- Present to class 18.4, 2.5, 14.5 and 16.5
- Do this twice (total 4 articles) and *write a learning diary* as a group, return to online learning environment by **May 21st**.

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## ASSIGNMENT 2 =CASE STUDY

- A case study is conducted focusing a digital marketing management challenge (real or imaginary) of a specific self-selected company
- Also students read three (3) self-selected academic articles in a group
- Case report and presentation includes answers to these questions: Why this industry and company ? What is the challenge ? How it can be solved with DM tool(s) ? Why selected tool ? What is to be measured and how ? What are expected results ?



## ASSIGNMENT 2 =CASE STUDY

- Select two students to present others will act as audience and peer evaluators
  - Provide constructive feedback and questions to the presentations of others.
- Write a learning diary / case report as a group, return to online learning environment by May 25th.



## SCHEDULE

### Ti 16.04.2019 klo 09:15 - 13:00, R038/U006

Introduction to Digital Marketing Management (Professor Salo), 10.15 onwards guest lecture by Mikko Hänninen on "Infusing customer insight into digital retail" and Introduction to DMM continues (Professor Salo).

### To 18.04.2019 klo 09:15 - 13:00, R038/U006

Digital Marketing Management in the industrial (B2B) context (Professor Salo), 10.15 onwards guest lecture by Hanna Reinikainen (University of Jyväskylä) on "Influencer marketing", article presentations by students and Digital Marketing Management in the industrial context continues (Professor Salo).

### To 02.05.2019 klo 09:15 - 13:00, R038/U006

Mika Tiainen, Koodiviidakko – Liana Technologies – "CEM and marketing automation"  
CEM, sharing economy, predictive marketing and digital advertising (Professor Salo), article presentations by students.



## SCHEDULE

### To 09.05.2019 klo 09:15 - 13:00, R001/U135a U7

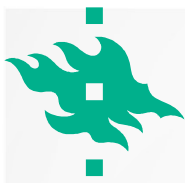
Digital Marketing Management of innovations (Professor Salo), 10.15 onwards guest lecture by Dr. Arhi Kivilahti on "What is and is not digital for retailers?", article presentations by students and Digital Marketing Management of innovations continues (Professor Salo)

### Ti 14.05.2019 klo 09:15 - 13:00, R038/U006

CEM, sharing economy, predictive marketing and digital advertising (Professor Salo) continues and article presentations by students

### To 16.05.2019 klo 09:15 - 13:00, R038/U006

Article and poster presentations

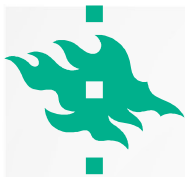


# EXAMS

- 29.5.2019
- 6.9.2019
- 18.10.2019

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# EVALUATION


## Grading:

- Exam (60%), article presentations (20%) and group case presentation (20%).



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### The Digital Disruption Has Already Happened


- World's largest taxi company owns no taxis (Uber)
- Largest accommodation provider owns no real estate (Airbnb)
- Largest phone companies own no telco infra (Skype, WeChat)
- World's most valuable retailer has no inventory (Alibaba)
- Most popular media owner creates no content (Facebook)
- Fastest growing banks have no actual money (SocietyOne)
- World's largest movie house owns no cinemas (Netflix)
- Largest software vendors don't write the apps (Apple & Google)

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## WHY DM?



Over \$100B: Facebook, Alibaba.com

\$20B to \$60B: Uber, Weibo, LinkedIn, WhatsApp

\$10B to \$20B: Didi, Twitter, Pinterest, Flipkart

\$5B to \$10B: Dropbox, Spotify, Fitbit, 美团, 58.com, Daumkakao, Coupang, Stripe, Ola

\$1B to \$5B: Zillow, Alibaba Group, JD.com, Just Eat, Gartner, Global Fashion Group, Ono, Snapdeal, Twish

\$1B: Zynga, Google, Shopify, Lyft, Mixi, Momo, Youku, Audible, Nidgen, Dailymotion, Kik, etc.

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