



数字经济与整合营销

Digital Economy and Integrated Marketing

#1. 课程背景及简介



数字营销专业是一门商学院与计算机科学学院联合推出的交叉学科, 学生可以在课程中掌握网络营销和 Web 应用设计等专业知识, 数字时代, 广告的内涵和外延也在发生变化, 广告与市场营销的边界模糊化, 广告专业的学生需要学市场营销, 市场营销专业的学生也要学广告, 广告学科和市场营销学科的边界何在? 这是广告学科和专业必须厘清的问题。事实上, 广告学和市场营销学科边界的模糊化, 是数字时代的一种必然趋势, 广告专业的学生必须要懂市场营销学知识, 市场营销专业的学生也需要懂广告学知识。

近些年来, 随着互联网以及移动商务的迅猛发展, 电子商务的重要性日益突出。很多企业开始成立电子商务部门, 建立自己的网站开展电子商务、网络营销工作。但是, 摆在企业以及行业面前的新的问题出现了, 那就是如何在网络上低成本、高效率、大幅度地推广自己的企业 and 产品、如何有效地将客户点击率真正转化为成交率、如何有效地精准性地控制企业营销成本、如何让企业营销推广战略对同行以及竞争对手有很好地保密性、这一系列的问题, 让很多企业开始将眼光转到数字营销平台上来。

当今世界, 我们面对的是比以往任何时候都要更全球化的时代。在这个高度互联的全球环境中, 我们需要数字化工具来帮助我们在精力、资源和金钱等方面事半功倍地做事, 因此我们需要由最先进的数字营销策略工具给我们提供行事指导。本课程是数字营销领域策略与策略的结合, 我们将介绍数字营销策略基础, 了解成功的数字营销所需的开发、实施和分析策略的全过程。

#2. 学习目标



本课程将解决许多挑战, 如:

- ★ 熟悉最新的数字营销专业术语和技术
- ★ 了解如何为互联网创建可以盈利的营销策略
- ★ 开发、实施和分析网络上产品和服务的相关市场策略
- ★ 学习数字营销独有的工具和技术
- ★ 了解数字增长中的关键概念
- ★ 了解计算广告的基础
- ★ 在每个主题学习中训练相关的实践技能

#3. 任课教师信息



Dr. D A C

老师目前是莱斯大学琼斯商学院讲师, 自 2018 年以来一直同时在加贝利商学

院担任教授，目前还在巴鲁克学院、纽约科技大学和罗格斯大学商学院任教，授课领域涵盖商科、心理学、传播学、管理学和 MBA 的研究生和本科生课程。她还是变革集团（Group of Change）个人发展平台的创始人，以及地中海-美国贸易商会合作创始人与咨询顾问。

4. 课程设置

PBL

周期	时间	课程设置内容	课时
第一周 学习指南 教授及助教辅导	7 月 18 日 周一	什么是 PBL 教学方法	1
	7 月 19 日 周二	PBL 教学的常见形式	1
	7 月 20 日 周三	教授课-1 交叉学科 PBL 课程设计及知识点学习 学习目标：数字营销的基础概念与历史背景 描述：通过本模块，学生将学习数字营销的基础概念与历史背景。数字营销是使用数字传播渠道来推广产品和服务的实践活动，从而以一种及时、相关、定制化和节省成本的方式与消费者进行沟通。数字营销包含了很多互联网营销（网络营销）中的技术与实践。	3
	7 月 22 日 周五	助教课-1 知识点查漏补缺	2
	7 月 23 日 周六	教授课-2 制定小组项目方向 学习目标：数字营销的基础策略 描述：通过本模块，学生将了解数字营销的基础策略。本课程将介绍营销的 4P 法则，波特的五种力量，细分和 BCG 矩阵，品牌或感知定位图，客户生命周期价值，技术采用周期，角色以及创建这些角色的方式等内容。	3
	7 月 25 日 周一	助教课-2 知识点查漏补缺	2

第二周 教授及助教辅导	7 月 26 日 周二	教授课-3 交叉学科课程知识点学习 学习目标：数字营销的策略技巧 描述：本课程将介绍 DTC 颠覆传统品牌，快速成型的角色，众筹，数字战略规划工具，消费者行为改变，数字营销渠道，直接面向消费者的成功模式，付费媒体条款（包括 CPM，PPC，CPA，内容营销）的作用，电子邮件营销（合法垃圾邮件与非法垃圾邮件），病毒式营销和法规实践等相关主题。	3
	7 月 27 日 周三	助教课-3 知识点查漏补缺&跟进小组项目调研进度	2
	7 月 29 日 周五	教授课-4 互动与项目设计跟进答疑	1.5
	7 月 30 日 周六	助教课-4 跟进小组项目调研进度	2
	7 月 31 日 周日	教授课-5 交叉学科课程知识点学习 学习目标：计算广告导论与在线广告工具的使用 描述：本课程将介绍并举例说明计算广告中使用 Web 分析工具，搜索引擎营销策略，广告系列和 AdWords，创建广告文案，匹配类型，Google 质量得分因子，转化指标，效率指标，付费搜索策略，高级付费搜索，管理付费搜索广告系列等相关内容。	2
	8 月 2 日 周二	助教课-5 跟进小组项目调研进度	2
	8 月 3 日 周三	教授课-6 交叉学科课程知识点学习 学习目标：容量和多路复用架构； 学习目标：社交媒体营销策略与相关注意事项 描述：本课程将详细介绍并理解了解有关广告和出价的社交媒体活动的计划，付费的社会预算考	2

第三周 教授及助教 辅导 未来展望		虑因素，影响者营销的角色，应急计划，预算和预测等内容，让学生了解数字领域的法规（包括全球隐私和数据保护）将被涵盖在内，以建立相关的意识。	
	8月5日 周五	助教课-6 知识点查漏补缺& 指导小组项目成果展示	2
	8月6日 周六	教授课-7 教授点评小组项目成果	1.5
	8月7日 周日	升学与就业方向展望	1
		个人规划及发展建议	1
总课时	32		

#5. 阅读材料



- ★ Course Textbook: Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition, Simon Kingsnorth 2019
- ★ Additional source: Growth Hacker Marketing: A Primer on the Future of PR, Marketing and Advertising [Paperback] [Oct 02, 2014] Ryan Holiday Profile Books

#6. 项目主题



本课程使用 PBL 教学法，PBL 即项目式学习，是一种以学生为中心的教学方法，教师提供关键素材构建学习环境，学生组建团队通过在此环境里解决一个开放式项目的经历来学习。以下为本课程可选的项目主题：

- 数字营销的基础（4P，波特的五种力量，BCG 矩阵...）
- 数字营销策略（DTC 模型，众筹，CPM，PPC，CPA，内容和病毒式营销...）
- SEO 和 SEM 策略与实施
- AdWords，匹配类型，付费搜索...
- 在线广告工具
- 社交媒体策略和活动，影响者营销在社交媒体中的作用

英文版教学大纲



Course Title	Digital Economy and Integrated Marketing
Credit Hours	32 (one credit hour is 45 minutes)

Course Objectives	<ul style="list-style-type: none">★ Become knowledgeable of up-to-date digital marketing terms and technology★ Learn how to create a profitable marketing strategy for the Internet★ Develop, implement, and analyze strategies for products/services on the Internet★ Learn tools and techniques that are unique to digital★ . Learn the key concepts in digital growth★ Understand the basics of computational advertising
Course Description	<p>This course is a blend of strategy and tactics in the digital marketing arena. Digital Marketing Strategy Foundations will be presented including but not limited to brief history of digital marketing, Recent important trends on the internet, the 4Ps of marketing, Porter's five forces, brand of perceptual positioning map, customer lifetime value, types of segmentation and geographic segmentation, Technology adoption cycles, the Personas and how to create those, BCG matrix, the power of brands, the DTC disrupting the traditional brands, the role of rapid prototyping, crowdfunding, planning tools for digital strategy, changing consumer behaviors, understanding the digital marketing channels, direct-to-consumer model success, Paid media terms including CPM, PPC, CPA, content marketing, email marketing (legitimate vs. illegal spams), viral marketing and regulation practices, SEO strategy and optimization, Mobile optimization, On page vs. Off page SEOs, Search engine Algorithms, Long tail concept and theory, Indexability, the structure of the URLs, Quantitative vs.</p>

	Qualitative Factors in SEO, SEO ROI, SEO Competitor Analysis, Inbound links, Rankings, Keyword Strategies, Title tags vs. Meta tags, Headline tags, understanding the full sales funnel including its five components, Web analytics tools, SEM Strategies, Campaigns and AdWords, Creating Ad copies, Match types, Google Quality Score Factors, Conversion Metrics, Efficiency Metrics, Paid Search Strategy, Advanced Paid Search, Managing Paid Search Campaigns, Regulations in the digital field including global privacy and data protection, social media strategies, paid social marketing and content, focused paid social support, strategic paid social support, paid social promotion, planning of social media campaigns concerning ads and bids, paid social budget considerations, the role of influencer marketing, contingency planning, budgeting and forecasting, display marketing strategies, display advertising, campaign optimization, ad targeting, customized targeting with matched audiences, targeting best practices, ad types such as single image ads vs. dynamic ads, bidding, call to action, and some salient examples related to these concepts.
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The topic in the global context

The World we face today is more global than it has ever been. When you start or build a business, be it small or large, you are global from day one. In this highly interconnected global landscape, we need digital tools that help us do more with less, in terms of effort, resources and money. Here we need a roadmap provided to us by state of the art digital marketing strategy tools.

Brief introduction of the course

This course examines the process of developing, implementing, and analyzing strategies for successfully marketing a variety of existing and potential

products and services on the Internet. We will focus on the tools and techniques that are unique to this medium. By the end of this course, you should be able to:

- 1. Become knowledgeable of up-to-date digital marketing terms and technology
- 2. Learn how to create a profitable marketing strategy for the Internet
- 3. Develop, implement, and analyze strategies for products/services on the Internet
- 4. Learn tools and techniques that are unique to digital
- 5. Learn the key concepts in digital growth
- 6. Understand the basics of computational advertising
- 7. Practice Skills related to each learning component

	Topics
Module 1	Objective: Introducing the students to Digital Marketing Description: In this first class, we will be going over the basic Digital Marketing concepts including the history of the field
Module 2	Objective: Understanding the foundations of Digital Marketing Strategy-1 Description: The 4Ps of marketing, Porter ' s five forces, Segmentation, and BCG matrix will be covered during this class.
Module 3	Objective: Understanding the foundations of Digital Marketing Strategy-2 Description: Brand or perceptual positioning map, Customer lifetime value, Technology adoption cycles, the Personas and how to create those will be covered in our third class.
Module 4	Objective: Understanding the Tactics of Digital Marketing Strategy-1 Description: DTC disrupting the traditional brands, the role of rapid prototyping, crowdfunding, planning tools for digital strategy, changing consumer behaviors, understanding the digital marketing channels, direct-to-consumer model success, Paid media terms including CPM, PPC, CPA, content marketing, email marketing (legitimate vs. illegal spams), viral marketing and regulation practices and related topics will be covered.
Module 5	Objective: Understanding the Tactics of Digital Marketing Strategy-2 Description: SEO strategy and optimization, Mobile optimization, On page vs. Off page SEOs, Search engine

	Algorithms, Long tail concept and theory, Indexability, the structure of the URLs, Quantitative vs. Qualitative Factors in SEO, SEO ROI, SEO Competitor Analysis, Inbound links, Rankings, Keyword Strategies, Title tags vs. Meta tags, Headline tags, understanding the full sales funnel including its five components) will be covered.
Module 6	Objective: Introduction to Computational Advertising Description: Understanding and using the Web analytics tools, SEM Strategies, Campaigns and AdWords, Creating Ad copies, Match types, Google Quality Score Factors, Conversion Metrics, Efficiency Metrics, Paid Search Strategy, Advanced Paid Search, Managing Paid Search Campaigns will be introduced and exemplified.
Module 7	Objective: Using Online Advertising Tools Description: Display marketing strategies, display advertising, campaign optimization, ad targeting, customized targeting with matched audiences, targeting best practices, ad types such as single image ads vs. dynamic ads, bidding, call to action) will be introduced and exemplified.
Module 8	Objective: Introduction to Social Media Marketing Strategy Description: Understanding the planning of social media campaigns concerning ads and bids, paid social budget considerations, the role of influencer marketing, contingency planning, budgeting and forecasting will be described and explained in detail.
Module 9	Objective: Barriers and Considerations Description: Becoming aware of the Regulations in the digital field including global privacy and data protection will be covered to create related awareness.
Module 10	Objective: Course Summary and Final Project Description Description: An overview and summary of the course will be given highlighting the main points of the course including the final project detailed description and guidelines.

Required Readings

- 1. Course Textbook: Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition, Simon Kingsnorth 2019
- 2. Additional source: Growth Hacker Marketing: A Primer on the Future of PR, Marketing and Advertising [Paperback] [Oct 02, 2014] Ryan Holiday Profile Books

**Suggested list of the topics for the final project**

- 1) The foundation of digital marketing (4P, Porter 's five powers, BCG matrix...)
- 2) Digital marketing strategy (DTC model, crowdfunding, CPM, PPC, CPA, content and viral marketing...)
- 3) SEO and SEM strategy and implementation
- 4) AdWords, match types, paid search...
- 5) Online advertising tools
- 6) Social media strategies and activities, the role of influencer marketing in social media

Criteria

Homework: 50%

Project: 50%

Class Expectation

In this class, students will be able to look at the changing landscape of marketing both from a strategic and a practical perspective. When they start embarking on a marketing journey by using certain digital tools, they will be able to start from scratch by understanding industry and market specific terms and creating an appropriate strategy around those. Once they know how to create the strategy, they will move on to develop hands on skills related to using digital tools ranging from effective use of digital marketing channels to paid media options, from creating marketing plans for certain products/services to implementing those plans. They will be able to understand and hone those basic and advanced skills in SEO, SEM, web analytic tools, how to create online ads and campaigns, including social media strategy and planning.