

MKT 101

COURSE SYLLABUS

MKT 101	Data-Driven Marketing and Media Seminar: Innovative Strategies and Influence in the Digital Age	14 Lecture Hours 14 Lecture Hours
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COURSE TITLE: Data-Driven Marketing and Media Seminar: Innovative Strategies and Influence in the Digital Age

INSTRUCTOR: Omar Merlo, Academic Director, Imperial College Business School

COURSE SCHEDULE: TBD

COURSE LENGTH: 14 lecture hours / 14 Mentor hours / 7 weeks

COURSE OVERVIEW: This course helps students deeply understand key concepts in market and customer management. It emphasizes the importance of effective market and customer management in developing business strategies and increasing profits. Students will gain practical experience in managing markets, creating customer value, and crafting marketing strategies. The course also explores how marketing works with other business areas and highlights its role in driving innovation. Students will study various marketing strategies for different markets, luxury brands, and the arts and entertainment sectors. Through this course, students will enhance their analytical and communication skills, improving their marketing expertise.

COURSE OBJECTIVES: This course is designed for students with interests in marketing, strategic planning, market analysis, product positioning, brand management, and customer interaction. It aims to provide:

1. **Foundational Knowledge and Skills:** Develop a strong understanding of key marketing concepts, strategic planning processes, and customer management techniques, using case studies and simulations to bridge theory with practical application.
2. **Enhanced Analytical Abilities:** Enhance critical thinking and problem-solving skills by engaging with real-world data, market analysis, and customer behavior studies.
3. **Career-Specific Competencies:** Equip students with the specialized skills necessary for various roles in marketing, including:
 - a. Digital Marketing Specialist: Use data-driven insights to create and implement effective digital marketing strategies across various online platforms.
 - b. Brand Manager: Craft and execute brand strategies to improve brand equity and positioning using market insights.
 - c. Marketing Analyst: Provide actionable insights by analyzing market trends and marketing performance data.
 - d. Marketing Consultant: Offer strategic marketing advice to businesses, focusing on market segmentation and customer engagement.
 - e. Product Manager: Manage product lifecycles from conception to market launch, using market research to inform product development.
 - f. Market Research Analyst: Conduct comprehensive market and competitor analysis to support strategic decision-making.
 - g. Marketing Communications Manager: Develop and manage integrated marketing communication plans to engage audiences effectively.
 - h. SEO/SEM Specialist: Implement SEO/SEM strategies to enhance online presence and attract organic traffic.
 - i. Strategic Planner: Formulate long-term business strategies based on detailed market analysis and consumer trends.
 - j. Marketing Director: Lead marketing teams and oversee the execution of comprehensive marketing strategies that drive business growth.

GRADING REQUIREMENTS:

Final grades will be determined as follows:

<u>GRADE BREAKDOWN</u>		<u>GRADE SCALE</u>		
Weekly Assignment	40%	100-90	A	4.0
Class Participation	10%	89-80	B	3.0
Quiz	10%	79-70	C	2.0
Final Presentation	<u>40%</u>	69 & Below	F	0.0
	100%			

ATTENDANCE REQUIREMENTS:

It is important for the professor to be notified when a student is not able to attend class. It is the student's responsibility to inquire about make-up work for both classroom lectures and teaching assistant mentoring sessions.

Tardiness and/or absence from any part of a lecture class will constitute a partial absence. A total of three partial absences will constitute a full absence.

MAKE-UP WORK:

It is the student's responsibility to inquire about make-up work for classroom lecture sessions. The instructor will not re-teach material, therefore there is no charge for make-up work. For information regarding make-up work, please consult the teaching assistant.

INSTRUCTOR RESPONSIBILITIES:

1. At the beginning of each course, the instructor will provide a course syllabus to each student in the class.
2. The instructor will evaluate each student's participation, assignments, assessments and projects based on the grading criteria published in the syllabus.
3. Accurate records of each student's attendance and grades will be maintained by the course teaching assistant. Attendance will be reported at the conclusion of each class meetings; course grade averages will be reported at the mid-term and final weeks, as a minimum.
4. Unannounced quizzes and special projects may be given at the instructor's discretion.

Course Schedule

- 14 hours presented by Professor, 2 hours per week x 7 weeks.
- 14 hours presented by Teaching Assistant, 2 hours per week x 7 weeks

Texts and Resources:

- O. Merlo (2020) Strategic Marketing, Amazon: London - A comprehensive guide on strategic marketing principles.
- Kotler, P., & Keller, K. L. (2016). Marketing Management (15th Edition). - Offers deep insights into marketing strategy and consumer behavior.
- Hollensen, S. (2019). Marketing Management: A Relationship Approach. - Focuses on digital marketing and customer relationships.
- Additional Online Resources and Case Studies - Provided weekly through the course platform

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Week Hours	Session Topic	Resources	Assignments
Week 1	- Overview of digital marketing landscapes - The role of data in modern marketing strategies - Introduction to course tools and resources	Texts, readings	Assignments: Class notes, Class Participation
Week 2	- Techniques for gathering and analyzing customer data & Visualization - Case studies on successful market analysis	Texts, readings	Assessments: quiz-1 Assignments: Assignment 1
Week 3	- Developing customer-centric marketing plans - Tools for creating value and engagement	Texts, readings	Final Project proposal-1
Week 4	- Exploring strategies for social media and digital platforms - Hands-on project: Designing a digital marketing campaign	Texts, readings	Assessments: quiz-2 Assignments: Assignment 2
Week 5	- Building and managing brand equity - Integrated marketing communications planning & Case Study	Texts, readings	Final Project proposal-2
Week 6	- Key marketing metrics and data analysis - Workshop: Using analytics tools to gauge campaign success	Texts, readings	Assessments: quiz-3 Assignments: Assignment 3
Week 7	- Emerging trends in digital marketing and media - Guest lectures from industry experts - Final project presentation and review	Texts, readings	Final Project Presentation Final Project Slides + Reports