



Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

Marketing II

Course Code	E_EBE2_MRKT2
Credits	6
Period	P2
Course Level	200
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	dr. M. Kokkoris
Examiner	dr. M. Kokkoris
Teaching Staff	dr. M. Kokkoris, dr. Y.A.N.A. Al-Dhabyani
Teaching method(s)	Seminar, Lecture

Course Objective

This course introduces you to the most urgent basic concepts and theories about digital marketing, which are indispensable for understanding the behavior of consumers and organizations in an increasingly digitalized business context. In this course, you will approach marketing from a multiple channel perspective (Bridging Theory and Practice - Knowledge). You will learn to make well-founded choices on the basis of theories discussed (Academic and Research Skills), and link them to practical examples (economic and social context) (Bridging Theory and Practice - Application). You will also work in a team (Social Professional Skills) to apply theories learned.

Particularly, the first part of the course focuses on understanding the digital environment and doing business in a connected world, understanding digital customers, and applying principles of marketing in the digital world. The second part of the course focuses on operational digital marketing, and specifically covers the following topics: search engine optimization, website development, e-commerce, advertising online, email marketing, and marketing on social media.

Course Content

Our physical environment is changing rapidly. However, there is an environment where changes go even faster: the digital environment. Since its beginning in the early nineties of the last century this digital world developed with an unprecedented speed. Internet and digital media have radically changed the marketing profession. Consumers today are able to choose from multiple providers, switch to competitors with a click, choose better prices, compare more products and services, use multiple channels for purchases or communication and participate more and more. Organizations, on the other hand, can tap into new markets easier thanks to the internet, develop digital services easier, intensify communication and customize it, and large and small businesses are able to compete with each other. Marketers and business professionals must be aware of the latest theoretical developments in the field of digital marketing. Therefore, in this course marketing theory will fit with our multichannel technical society. You will be confronted with the most radical and recent theoretical developments for the digital channel. As a student of economics you will have a significant information advantage that is unprecedented after taking this course. Simply because traditional marketing theory will be connected to the most recent developments in our society.

Additional Information Teaching Methods

Lectures. Tutorials.

Method of Assessment

- Written examination
- Weekly assignments

Literature

Charlesworth, A. (2023). Digital Marketing: A Practical Approach (Fourth Edition), Routledge.

Additional Information

Interactive lectures with needed participation of students.

Recommended background knowledge

Marketing I.