



# 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](#).

# Digital Marketing and Metrics

Course Code	E_EBE3_DMM
Credits	6
Period	P5
Course Level	300
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	D.O. Ungureanu
Examiner	D.O. Ungureanu
Teaching Staff	D.O. Ungureanu
Teaching method(s)	Lecture, Seminar

## Course Objective

During this course, you will develop an in-depth understanding of digital marketing from a theoretical, analytical and practical perspective (Academic and Research Skills). Going beyond the basics of digital marketing, this course develops your knowledge on how to strategically design digital marketing activities, and also how to analyze and evaluate the effectiveness of these digital marketing activities (Bridging Theory and Practice - Knowledge, Academic and Research Skills). Moreover, you will apply this knowledge and skills in a real-life setting and secondary data, enabling you to translate and apply theoretical knowledge into practice (Bridging Theory and Practice - Application).

By the end of this course you will:

- Gain an in-depth understanding of key topics for digital marketing strategies from a theoretical and practical perspective
- Be able to explain digital marketing concepts and frameworks, and apply these to strategically design and evaluate digital marketing activities.
- Be able to identify the right metrics and methods to evaluate the effectiveness of digital marketing activities, and provide managerial insights from quantitative analyses.
- Be able to communicate and collaborate in an international setting to design persuasive presentations that integrate quantitative analyses with theoretical and practical knowledge of digital marketing.

## Course Content

In the past decades, the Internet has caused fundamental changes in the way we live, learn, and do business. The intense use of digital media, the widespread adoption of smartphones, or the rise of digital platforms, they have all revolutionized the practice of marketing. More than ever before, online word-of-mouth and social media are considered important market forces that influence consumer decision-making all along the purchase process. Moreover, companies are increasingly adopting a business logic based on co-creating value propositions with customers.

Marketing, as a function that is closest to the consumer, plays a key role in giving shape to this new era in business management. With today's consumers continuously connected online, it is imperative for marketing managers to understand and evaluate the customer journey online in order to fully understand the impact of their marketing activities and plan successful new digital marketing strategies. However, in the era of big data, managers often do not know which metrics to focus on and how to extract valuable information from the data at hand.

The course examines digital marketing activities through the lens of customer journeys, focusing on three key moments: (1) Pre-purchase; (2) Purchase; (3) Post-purchase. For each moment, you will identify which factors play a bigger role in influencing consumers' attitude and behaviour, based on the literature and your own analyses. In this course, you will use your theoretical understanding of concepts and frameworks together with quantitative analysis of real-life data. You will be able to use the information obtained to evaluate the ROI of digital marketing and social media campaigns and build a successful digital marketing strategy.

## Additional Information Teaching Methods

Lectures and Tutorials.

## Method of Assessment

Group assignment(s)  
Individual assignment(s)  
Written exam

## Literature

Academic articles, cases, lecture slides.  
The reading list will be announced on Canvas.

## Additional Information

The lectures are interactive.

## Recommended background knowledge

Marketing I and Marketing II (or equivalent courses in marketing)