



# ICMK 361

## DIGITAL MARKETING

Term 3/2023-2024

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**Mahidol University International College**

Assoc. Prof. Dr. Chanchai Phonthanukitithaworn

999 Phutthamonthon 4 Rd., Salaya,

Phutthamonthon, Nakhon Pathom 73170

THAILAND

# SYLLABUS

Name of Institution: Mahidol University International College

Division: Business Administration Division

## GENERAL INFORMATION

### Course Code and Course Title

Thai ICMK 361 การตลาดดิจิทัล

English ICMK 361 Digital Marketing

### Number of Credits

4 Credits

### Credit Hours/Semester

Lecture or Other In-class Activity 48 Hours

Laboratory/ Field Trip/ Internship 0 Hours

Self-Study Hours 48 Hours

### Degree

Bachelor of Business Administration

### Instructor Information

Name: Assoc. Prof. Dr. Chanchai Phonthanukitithaworn

Email: chanchai.pho@mahidol.ac.th

Telephone: 02-700-5000 Ext. 4453

Office: Aditayathorn Building 433

Office Hours: Friday between 08:00 – 12:00 hrs. or by appointment

### Trimester/Academic Year

T2/2023-2024

## Pre-requisites

ICMK 221 Principles of Marketing

## DESCRIPTION AND OBJECTIVES

### Thai

ภาพรวมการตลาดในยุคดิจิทัล; การวิเคราะห์สภาพแวดล้อมทางการตลาดออนไลน์; การศึกษาเกี่ยวกับคุณลักษณะของผู้บริโภคออนไลน์  
และพฤติกรรมการตัดสินใจซื้อสินค้าในรูปแบบออนไลน์; กระบวนการจัดทำแผนการตลาดในยุคดิจิทัล;  
เป้าหมายและงบประมาณที่ใช้ในการจัดทำแผนการตลาดในยุคดิจิทัล; เครื่องมือ การตลาดในยุคดิจิทัล; การจัดทำแผนการตลาดในยุคดิจิทัล;  
การประเมินผลแผนการตลาดในยุคดิจิทัล

### English

An overview of digital marketing; online marketplace analysis—macro and micro environment; online customer personas and decision journey; digital marketing process; objective and budgeting for digital marketing program; digital marketing tools; developing a digital marketing program; evaluation of digital marketing project

### Course Objectives

Course Learning Objective (CLO)	Program Learning Objectives (PLO)
<p><b>CLO1:</b> Explain common digital marketing terminology, concepts, and tools.</p> <p><b>CLO2:</b> Describe the digital marketing planning process.</p> <p><b>CLO3:</b> Design a digital marketing campaign.</p> <p><b>CLO4:</b> Analyze the possible consequences of digital marketing decisions on company performance</p>	<p><b>PLO6.1</b> Students can successfully design marketing plans for organizations and emerging companies to continuously and sustainably grow in a digital world.</p>

# TEACHING AND EVALUATION PLANS

## Teaching Plan

Date	Topics	HR	Mode	CLO	Teaching Methods	EVA
<b>Week 1</b>						
09 Jan	Course Intro & Requirements	2	Onsite	-	Interactive Lecture	Q&A
11 Jan	Intro to Digital Marketing	2	Onsite	1,2	Interactive Lecture	Q&A
<b>Week 2</b>						
16 Jan	Digital Marketing Canvas (DMC) and organizing team	2	Onsite	1,2	Interactive Lecture	Q&A
18 Jan	Customer Persona	2	Onsite	1,2	Interactive Lecture	Q&A
<b>Week 3</b>						
23 Jan	Customer Journey	2	Onsite	1,2	Interactive Lecture	Q&A
25 Jan	Content Marketing	2	Onsite	1,2	Interactive Lecture	Q&A
<b>Week 4</b>						
30 Jan	Creating Website	2	Onsite	1,2	Interactive Lecture	Q&A
01 Feb	Search Engine Optimization (SEO)	2	Onsite	1,2	Interactive Lecture	Q&A
02 Feb Makeup	Project Consultation	2	Onsite	1,2	Group Discussion	Q&A
<b>Week 5</b>						
04 Feb	Submit your digital marketing plan in the Google Classroom					

06 Feb	Presentation 1: Digital Mkt Plan	2	Onsite	1,2,3	Presentation	Group project
08 Feb	Presentation 1: Digital Mkt Plan	2	Onsite	1,2,3	Presentation	Group Project
Week 6						
13 Feb	TikTok Marketing	2	Onsite	1,2	Interactive Lecture	Q&A
15 Feb	No Class	Makeup on 02 Feb				
Week 7						
20 Feb	Email Marketing	2	Onsite	1,2	Interactive Lecture	Q&A
22 Feb	No Class	Makeup on 14 Feb				
Week 8						
27 Feb	Facebook & Instagram Marketing Part 1	2	Onsite	1,2	Guest Speaker	Q&A
29 Feb	Facebook & Instagram Marketing Part 2	2	Onsite	1,2	Guest Speaker	Q&A
Week 9						
05 Mar	YouTube & Influencer Marketing	2	Onsite	1,2	Guest Speaker	Q&A
07 Mar	YouTube & Influencer Marketing	2	Onsite	1,2	Guest Speaker	Q&A
Week 10						
12 Mar	Search Engine Marketing (SEM) Part 1	2	Onsite	1,2	Guest Speaker	Q&A
14 Mar	Search Engine Marketing (SEM) Part 2	2	Onsite	1,2	Guest Speaker	Q&A
Week 11						
19 Mar	LINE Marketing (Part 1)	2	Onsite	1,2	Interactive Lecture	Q&A
21 Mar	LINE Marketing (Part 1)	2	Onsite	1,2	Interactive	Q&A

					Lecture	
22 Mar Makeup	Project Consultation	2	Onsite	1,2	Group Discussion	Q&A
<b>Week 12 &amp; Final Examination</b>						
24 Mar	Submit your digital marketing results in the Google Classroom					
26 Mar	Final Presentation Part 1 - Result	2	Onsite	1,2,3	Presentation	Group project
28 Mar	Final Presentation Part 2 - Result	2	Onsite	1,2,3	Presentation	Group Project
02 Apr	Final Exam	-	Onsite	1,2,3	Final Exam	Exam

**Remark:** This is a tentative schedule which subjects to change with advanced notice

## Evaluation Plan

Methods/ Activities	Description	Week	Percentage
Attendance & Participation	See Appendix 1	1-12	10%
Quiz & Assignment	See Appendix	1-12	10%
Group Project	See Appendix 1	1-12	40%
Comprehensive Final Exam	See Appendix 1	13	40%

## Evaluation Plan

A	B+	B	C+	C	D+	D	F
90-100	85-89	80-84	75-79	70-74	65-69	60-64	<60

## TEACHING AND EVALUATION PLANS

### Required Reference List

Chaffey D. & Ellis-Chadwick F (2017) Digital Marketing, 6th edition, Pearson Education

## COURSE POLICY

### Academic Dishonesty

Chtingea and plagiarism are strictly forbidden at MUIC. Such actions are taken very seriously as they compromise the integrity of academic pursuit and undermine the credibility of student evaluations. Please consult the Student Handbook for the policies and guidelines related to academic integrity, and ensure that you adhere to them at all times.

### Uniform Policy

At MUIC, a dress code is an integral part of the written policy for student conduct, including exchange and visiting students. As a prestigious institution, it is considered an honor to wear the university's uniform, and students are expected to follow the dress code guidelines strictly. The university prohibits certain clothing items, such as cut-off jeans, shorts, mini or short skirts, tank tops or low-cut blouses, flip-flops, rubber or plastic sandals, or house slippers. Failure to comply with the dress code may result in the student being denied entry to the classroom and marked absent for the day.

## Communication Policy

Students are required to register both their @student.mahidol.ac.th and @student.mahidol.edu email accounts to access the Learning Management System and LIVE session platform. These email accounts will serve as the primary mode of communication between students and instructors.

## Course Material

Class materials, including lecture notes, articles, assignments, quizzes, and exercises, as well as announcements, will be conveniently accessible on Google Classroom. These materials are provided by the instructors and cover all the contents of this course. It is the responsibility of each student to study the material posted on Google Classroom before attending the weekly sessions.

### To join the Google Classroom:

Section 1	<b>Class Code:</b> fypkixo <a href="https://classroom.google.com/c/NjUwMTExNTU3OTk1?cjc=fypkixo">https://classroom.google.com/c/NjUwMTExNTU3OTk1?cjc=fypkixo</a>
Section 2	<b>Class Code:</b> m3onool <a href="https://classroom.google.com/c/NjM5Mjl3OTI5ODA4?cjc=m3onool">https://classroom.google.com/c/NjM5Mjl3OTI5ODA4?cjc=m3onool</a>



# Appendix 1: Student Evaluation Plan

## 10% Attendance & Participation

Students are expected to meet four criteria in class, which are commonly referred to as the **4Ps**. Firstly, **preparation** is important, as students should read the textbook and any assigned materials before the lecture. Secondly, students must **be present** in class, and if they cannot attend, they should inform the instructor beforehand via email. **Punctuality** is also crucial, and students are expected to arrive on time. Lastly, **participation** is encouraged, and students should engage with the class by sharing ideas, asking thoughtful questions, answering questions, and participating in class exercises.

To ensure attendance, the instructor checks attendance five minutes after the start of class, with **two late arrivals equalling one absence**. If a student is absent, it is their responsibility to review the missed material by themselves. However, if they have any questions, they can ask the instructor for assistance.

## 10% Quizzes & Assignments

Students are expected to constantly review all course materials. There will be a short quiz or assignment at the end of each lecture throughout the course. Therefore, please ensure you complete all quizzes and assignments on time. **Late submissions will not be accepted**. In other words, you will receive zero points for the late submission.

## 40% Digital Marketing Group Project

### Phase 1: Select a product or service and develop a comprehensive digital marketing plan

Your task is to form a team and establish an SME firm specializing in selling a product or service online. You can choose any product or service that you wish to sell and **develop a comprehensive digital marketing plan for a duration of 6-7 weeks**. To present your plan, please use a **5-slide presentation** and follow the provided guidelines to ensure a clear explanation of your digital marketing strategy.

#### 1. Product/service background

- a. Product/service name and description
- b. Why do you select this product? What opportunity or demand that you see? Support with evidence.
- c. What is the competitive strength and weakness of the product (This can be in terms of its features, benefit, cost, etc.)

#### 2. Competitor analysis

- a. Who are your competitors?

- b. Provide a review of the digital marketing activities that have been done by your competitors
- c. What is the key differentiation between you and your competitors?

### **3. Customer research**

- a. Who are the potential buyers? Describe demographics, psychographics, size, growth rate, purchasing power, etc. This part is for you to explain your choice of the target market.
- b. Develop customer persona, customer journey, and media touch point

### **4. Digital marketing goals and estimated budget**

- a. What are the objectives of this digital marketing campaign? For example, to create awareness, educate target customers, gain consideration, and create a desire to purchase/action.
- b. Your objective statement must be **Specific, Measurable, Achievable, Realistic, and Timely**.
- c. How much budget do we need to run this campaign? Demonstrate the total and cost breakdown of the budget that you choose to spend.

### **5. Digital marketing strategy**

- a. Explain how you created the campaign to meet all the criteria above. What to say?
  - i. Big idea? Campaign message?
  - ii. How to say?--Mood and Tone - Fun, Serious, Romantic, and so on
  - iii. Campaign activity -- content marketing, SEO, SEM, display ad, etc.
- b. What platforms do you plan to use? Which platforms do you plan to spend money on? For example, website, social media (FB, IG, LinkedIn, TikTok, Twitter, YouTube), LINE OA, LINE my shop, Google ad, and so on)
- c. Demonstrate the timeline to implement your digital campaign weekly

### **6. Measurement**

- a. How do you plan to measure this campaign?
- b. What metrics are to be used to measure the effectiveness of the campaign? (e.g. the number of site visitors, number of sales, number of YouTube viewers).

Submission due date: 04 February 2023

Presentation: 06 & 08 February 2023

Duration of the presentation: 10 min. + 5 min. Q&A

Assessment criteria: [Digital Marketing Plan Rubric](#) | [Presentation Rubric](#)

## Phase 2: Implement the plan and review the results

In phase 2, you are required to implement the plan that you proposed by selecting at least one or two of the most important digital marketing activities to promote and sell the product. Then, please follow the below guideline to develop a 5-slides-presentation to explain and present the result of the implementation.

1. Describe the digital marketing activities that are implemented
2. Illustrate the results from the implementation
3. Explain the challenges and any obstacles that you have faced
4. Provide a summary of your key learning points from the project

5-slides submission due date: 24 March 2023

Presentation: 26 & 28 March 2023

Duration of the presentation: 10 min. + 5 min. Q&A

Assessment criteria: [Review the Results Assessment Criteria](#) | [Presentation Rubric](#)

## Presentation

- There will be a total of two presentations: one for the digital marketing plan and another for the final presentation.
- Each team must perform a "10-minute, 5-infographic slide" presentation.
- All team members must attend the presentation date, but not all members need to participate in the presentation.
- The presentation schedule and paperwork submission deadline are indicated in the course outline.
- All presentations must include project highlights, key points, support materials, claims, and recommendations.
- A professional and creative presentation style is highly expected.

## Team Peer Evaluation

Upon project completion, it is mandatory to evaluate each team member's contribution by assigning them a score. This assessment enables you to acknowledge the individuals who have demonstrated the highest effort in supporting the team's objectives. Furthermore, it provides a fair assessment of the team members who may have underperformed or not participated adequately in team activities. Individual scores will be adjusted based on the team ratings provided for each member. Please note that the evaluation of your team's performance will impact

your overall score as per the table provided below. You can download the team peer evaluation form from Google Classroom to complete the assessment.

The average peer evaluation score	
is 70%-100%	You will earn your full total team score.
is 50%-69%	You will receive a deduction of 30% from your total earned team score.
is 30%-49%	You will receive a deduction of 40% from your total earned team score.
is below 30%	You will receive a deduction of 50% from your total earned team score.

## 40% Final Examination

The comprehensive examination is designed to test your knowledge of all the topics and materials covered throughout the entire course, spanning from week 1 to week 12. This is a closed-book examination, and it is essential to note that it is your responsibility to confirm the date and location of the examination.