Advanced Research Topics in Digital Marketing

Lecturer:
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Course objectives:
The objectives of the course are to get participants introduced to modern trends and practices in digital marketing development and to prepare them to work on their own research related to digital marketing application. It exposes participants to the main issues in digital marketing strategy and helps them critically evaluate both fundamental ideas and more recent developments. At the end of the course participants will be able to think critically about the development, implementation and effects of certain digital marketing strategies in business. There is an expectation that participants will develop an own research topic which derives from the topics covered.

The course focuses on five themes:
1. The role of digital marketing within the organization
2. Consumer Behaviour
3. Integrated Marketing Communications
4. Social networks and Web 2.0
5. E-Metrics

Course description:
The purpose of this course is to investigate advanced topics in digital marketing. This course is designed to help participants in understanding the role of digital marketing within the organization, its business strategy and its success. The course will be organized in a way that allows participants to gain depth in important areas of digital marketing research identified and to develop and advance participants’ own research interests.

There is a set of readings assigned for each of the topics. The lecturer will present the framework and drive discussion – participants will be expected to actively participate in discussion. Following the course, the participants are required to submit and present a research proposal.

Course structure and grading:
The course will be held over five sessions (20 hours in total).

The course uses a seminar discussion format requiring each participant to be actively involved in each session. Participants are expected to be prepared to discuss
selected papers and to present ideas about the contributions, limitations, and extensions of the papers.

Participants must also develop and submit a research proposal with own topic addressing an important issue in digital marketing strategy. It will comprise a research question that is grounded in the relevant literature, a motivation for studying the question, and a proposal for investigating it. The proposed research could take the form of an analytical model with a well-specified structure or an empirical study involving an experiment, quasi-experiment, survey, analysis of secondary data, or meta-analysis. The paper will be due in four weeks after last day of the course period.

Participants will be assessed based on class contributions (40%) and the research proposal (60%).

Tentative schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 08, 2013</td>
<td>17:00 – 21:00</td>
<td>The role of digital marketing within the organization</td>
</tr>
<tr>
<td>April 09, 2013</td>
<td>17:00 – 21:00</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>April 10, 2013</td>
<td>17:00 – 21:00</td>
<td>Integrated Marketing Communications</td>
</tr>
<tr>
<td>April 11, 2013</td>
<td>17:00 – 21:00</td>
<td>Social networks and Web 2.0</td>
</tr>
<tr>
<td>April 12, 2013</td>
<td>17:00 – 21:00</td>
<td>E-Metrics</td>
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</tbody>
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Recommended books:

  or

List of readings:

**Day #1: The role of digital marketing within the organization (choose and read one paper from the list below):**


Day #2: Consumer Behaviour (choose and read one paper from the list below):

Day #3: Integrated Marketing Communications (choose and read one paper from the list below):

Days #4 and #5: Social networks and Web 2.0 (choose and read one paper from the list below):

Day #5: E-Metrics (choose and read one paper from the list bellow):