Course program and reading list

Semester 2 Year 2022

School: Arison School of Business B.A

digital marketing and SEO

Lecturer:

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Teaching Assistant:

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Course No.: 3634
Course Type: Lecture
Weekly Hours: 3
Credit: 3

Course Requirements:
Final Paper

Group Code: 222363401

Language:
Hebrew

Prerequisites

Prerequisite:

1550 - analytics based marketing
2381 - fundamentals of programming and the R language
2392 - accessing data I - relational DBs and SQL
Digital marketing is becoming more and more dominant in companies’ business plans. Successful marketing managers and high-ranking executives have to be fluent in all online sales & marketing channels, to manage marketing professionals properly, set goals, and execute marketing plans.

<table>
<thead>
<tr>
<th>Topics</th>
<th>Module</th>
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<tbody>
<tr>
<td>The history and evolution of digital marketing, Traditional marketing vs. digital marketing, Major players and business models, Execution and considerations using out-sourcing, Latest trends and industry forecasts, Segmentation and online market research, the different channels, foreign markets, B2C vs. B2B, budget management</td>
<td>Introduction to Digital Marketing</td>
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<td>Online sales vs. Online marketing, Sales models and team structures, Online sales processes, Funnels, Customer personas, E-commerce, Sales development</td>
<td>Online Sales A</td>
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<td>Landing pages, Lead generation, Popular tools &amp; common tactics, Generating and analyzing reports, case studies</td>
<td>Online Sales B</td>
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<tr>
<td>Introduction to SEO, Google’s algorithm, differences between search engines, Keywords research, Site optimization, Progress tracking</td>
<td>Search Engine Optimization A</td>
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<tr>
<td>Link building strategies, SEM vs SEO, “White-hat” vs “Black-hat” tactics, Algorithm updates, Popular tools and common tactics, Reading reports</td>
<td>Search Engine Optimization B</td>
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<tr>
<td>Performance marketing pricing models and concepts, CPM, CPC, CPL, CPA, Google Adwords, quality scores, Text media &amp; video ads, Measuring KPIs</td>
<td>Performance Marketing A</td>
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<tr>
<td>Email marketing, Remarketing, new technologies, Copywriting, Media-buying, Affiliate marketing, Popular tools, common tactics, Reading vendor reports, Best practices and case studies</td>
<td>Performance Marketing B</td>
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<tr>
<td>Introduction to Social Media, Top Social networks and platforms, Social strategies, Viral marketing, Branding and Re-branding, online community management, Crisis management, Audience building tactics, Social trends, Setting goals and analyzing reports</td>
<td>Social Media Marketing</td>
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<td>Conversions settings, Performance tweaking, Defining and measuring ROI, Analytics, Strategic KPIs, customer behavior, after-click marketing, A/B testing, UX/UI, Popular tools and current trends</td>
<td>Tracking And Optimization</td>
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<td>Online PR, Blogs, Forums, Q&amp;A websites, Reviews websites, Newsletters, Guerilla marketing, Online reputation management, Pricing, Popular tools, Growth hacking</td>
<td>Other Online Channels</td>
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<tr>
<td>Mobile vs. Desktop, Mobile websites vs. Apps, The mobile market, Android vs. IOS, Appstores, ASO, Mobile channels, Campaign management, Mobile strategies</td>
<td>Mobile Marketing</td>
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Analyzing a new market for a product and building a comprehensive digital marketing strategy using the course tools, tactics and best practices

Digital Strategy Workshop
Course Goals

Upon completion of this course, the student will be able to:

• Perform an extensive online market analysis and conclude.

• Understand the different online marketing channels available and match them to a company’s specific needs.

• Design a balanced online marketing plan and determine measurable goals.

• Execute an online marketing plan as an in-house / outsource operation.

• Manage and measure the progress and performance of different online marketing channels.

• Implement a robust decision-making process based on acquired online marketing frameworks.

This course will not train its attendance for a specific specialist position such as SEO analyst or a PPC manager, but it will clearly outline the different units’ building blocks needed to make decisions and supervise projects under the online marketing & sales scope.

By examining each marketing channel to its depth, and by practicing a “hands-on” approach, the student will learn the “language of online marketing,” and will be able to better define and communicate his objectives to online marketing professionals.
The students will be exposed to real concurrent data from some of the largest online marketing accounts active today and will practice real-time case studies for domestic & international marketing campaigns.

Grading

The final course grade is based on a final group (3-4 students) project.