

Course: Digital Marketing Communication

credits: 5

Course code	ICVB20THY3	Modes of delivery	Lecture
Name	Digital Marketing Communication		Project-based learning
Study year	2022-2023	Assessments	Digital Marketing Communication - Other assessment
ECTS credits	5		
Language	English		
Coordinator	S. Veldstra		

Learning outcomes

Content

Competences	Programme learning outcomes	Level 3 (final project phase)	Where assessed?	Content
Programme learning outcomes Junior professionals:				In this course, students develop a digital marketing communication strategy for an organisation. This strategy is part of the marketing communication strategy of the organisation and is completely focused on digital tools. Advantages of the digital marketing communication strategy are that a company can reach a specific target group and that the results are measurable.
1. Context & strategy	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	Analyse relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.	N/A	The students develop this strategy on the basis of the customer journey, the online marketing funnel, and associated tools. The focus is on the delivery of good content at the right moment in the customer journey and online marketing funnel. The students have to think about measurable outcomes and results of the digital marketing communication strategy. Students will also create the best possible digital marketing mix for the organisation.
1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.	Monitor recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.			
1. Target group & behaviour	1. Conduct applied research in a methodological way and use suitable research methods.	Conduct research in a methodological way, use suitable research methods and evaluate the research.	N/A	
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	Evaluate the needs, wishes and (inter)cultural factors of all relevant stakeholders, and translate them into a professional product.			
1. Account for communication	Assess insights from knowledge and theory	Digital Marketing		

	interventions based on knowledge, theory and research insights.	in order to support effective communication interventions.	Communication Strategy	
			Develop a	
1. Concept & creation		1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	creative concept using creative methods and techniques, and account for the extent to which the concept is suitable for the target group as well as the organisation's goals.	N/A
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.		Account for the application of channels and (digital) tools in order to deliver communication suitable for the target group.	Digital Marketing Communication Strategy	
1. Create relevant content tailored to the concept and the organisation's goals.		Create relevant content and/or a prototype of a professional product , and substantiate the way that it is/they are tailored to the organisation's goals.		N/A
1. Planning & organisation		1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	Design the communication plan for and organise the implementation of a complex professional product, taking into account target groups, goals and budgets.	N/A
1. Persuasion & commitment		1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.	Advise on the organisation's communication, taking into account the organisation's goals and communication strategy in a complex context .	N/A
1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.		Communicate orally and in writing in a correct, target group-oriented, business-like and convincing manner , and are able to explain their points of view in both internal and external communication.		N/A
1. Connection & facilitation		1. Organise interaction and collaboration, arrange	Organise interaction and collaboration, arrange	N/A

networking or other meetings, expand their national and international network, and draw on this specific knowledge or information.	networking or other meetings, expand their national and international network, and draw on this specific knowledge or information requirement.
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| 1. Recognise opportunities, develop initiatives and dare to experiment. | Are able to think out of the box, experiment and create or co-create novel solutions. | N/A |
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Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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