Course: Omnichannel Marketing 2 — credits: 5

Course code	CIVB25OCM2
Name	Omnichannel Marketing 2
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	Y.A. Chuhu
Modes of delivery	Tutorial
Assessments	Omnichannel Marketing 2 - Other assessment

Learning outcomes

Learning Outcomes

After completing this course the student is able to:

- demonstrate the ability to analyze key components of integrated marketing communications (IMC)
- demonstrate the ability to analyze marketing campaign effectiveness
- audit the digital marketing activities of a company or brand based on a relevant customer segment and their journey
- provide relevant advice by creating suitable content and visualizations for different digital marketing channels
- understand how to calculate costs and impact of a proposed digital marketing strategy
- find and refer to relevant sources to substantiate choices and calculations

Content

Content

The course uses two main topics to provide an inclusive view on omnichannel marketing:

Marketing Communication

In recent decades, the number of communication channels has grown exponentially. There are many ways to communicate with potential customers, and competition for attention is high. You will learn how to investigate the target audience, decide which media to use, and identify criteria for an effective communication plan within an integrated marketing communications (IMC) approach. You will learn how to analyze and evaluate marketing campaign effectiveness using relevant performance indicators.

Digital Marketing

Understanding digital marketing starts with understanding the customer and their journey. You will learn how the customer journey is the foundation for composing SMART goals, defining target audiences, segments, and personas. Topics include paid, owned, and earned media, possibilities of main digital marketing channels, and content creation and visualisation for different channels. You learn to estimate costs, set budgets, and assess the financial impact of digital marketing strategies.

These theories and developments are put into practice by you through applied written assignments that combine Marketing Communication and Digital Marketing, involving the analysis of marketing communication and digital marketing activities, the development of recommendations, and the use of relevant sources to substantiate choices and calculations.

Literature/study materials

See Brightspace.

Included in programme(s)

Consumer Behaviour and Marketing in a Digital World Exchange Programme Semester 1 (Autumn)
Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

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