



DIGITAL MARKETING FOR MANAGERS

OVERVIEW

Marketing is the art of persuasion and its playbook has been re-written for the digital economy. Companies and marketers are under constant pressure to implement strategies for staying relevant, responsive, and profitable. Digital marketing is not just a choice but has become a necessity. Given a wide range of digital media used by customers, a number of questions arise, such as how to align the usage of digital technologies with business objectives and monitor the ROI of digital marketing; and how to decide what to do and not to do?

Such questions need clear answers first. Instead of diving into specific technical applications in marketing, which could be quickly out-of-date, this course is aimed at providing a strategic perspective of digital marketing and at preparing marketers to be farsighted and proactive with rapid changing technologies.

COURSE DESCRIPTION AND MAIN OBJECTIVE

Digital technologies are means to serve the end of marketing. This course is therefore designed to focus on how to develop a holistic and strategic understanding of digital transformation for marketing. Moreover, it also takes a practical approach to introduce useful tools and frameworks for planning and execution. Through faculty presentations, case studies, and small-group discussions, delegates will master the fundamental principles that remain valid in the digital economy; rethink the customer journey; investigate the latest trends in digital marketing; master how to leverage multiple digital channels to achieve marketing objectives; and deliver positive and relevant experiences across all channels and touchpoints.

LEARNING OUTCOMES

By the end of the course, participants will be able to understand and analyse the impact of current and future digital technologies on consumer experience and dynamics in consumer networks; understand how to maximize the ROI of digital marketing;

recognize social and ethical responsibilities associated with digital marketing; manage challenges associated with planning and managing digital marketing; develop digital marketing strategies for creating value and achieving business growth; identify and manage the critical factors that cause a digital marketing campaign to succeed or fail.

CONTENTS

The course is divided into four modules.

Module One: Rethink the Customer Journey & Experience: Digital immigrants and digital natives; Platform, integration and mobile: Trends in digital technologies; Marketing funnel and path-to-purchase; Persona and customer segmentation; Scope of digital marketing: A pragmatic approach; Putting concepts into actions.

Module Two: Marketing in the Digital Economy: Co-creation and co-branding with consumer networks; Smart pricing for profit maximization; Omni-channel customer experience; Driving customer growth with relationship marketing; Content marketing with various digital channels; Putting concepts into actions.

Module Three: Accelerating Marketing Execution: Digital marketing campaigns; New metrics & ROI of digital marketing; Agile marketing research and experimentation; Digital analytics for optimization; Putting concepts into action.

Module Four: Digital Marketing: Challenges and Future Trends: Organizational changes and transformation for digital marketing; New skill sets for marketers; AI applications in marketing: social and ethical issues; Putting concepts into action.





FACULTY MEMBER

Dr. Kathy Ning Shen, an Associate Professor at the College of Business and Economics, UAE University, received her PhD in Information Systems at the City University of Hong Kong and her Bachelor and Master Degrees in Information Management at Peking University in Beijing, China.

Her main research areas include human-computer interaction and user experience, digital transformation, digital marketing, big data applications and business analytics, and internationalization. She has published more than 80 refereed journal and conference articles and received 12 research grants. Her work has appeared in top refereed journals such as Information & Management, Journal of Business Research, and top conferences in the field, e.g., ICIS, PACIS, ECIS and AMCIS. Her research has been funded by the Emirates Foundation, National Research Foundation and rewarded as “Top 10 Paper” in international business by World Economy. Since 2008, she has served as an Associate Editor of the Information Systems Journal and was promoted to Senior Editor (2015-2020).

Dr Shen has extensive industrial experience in entrepreneurship, digital transformation, and big data applications and has provided strategic consultancy services to big organizations and government agencies, such as Abu Dhabi International Airport and Dubai Duty Free. She has been actively promoting the knowledge exchange between the MENA and international academic communities. In 2016, she was the founding Vice President – Academia for the MENA chapter of the Association for Information Systems. Her leadership in bidding for several international conferences in Dubai (ICIS, PACIS and ICEB, IEEE affiliated conferences) led to her being awarded as “Dubai Conference Ambassador” by Dubai Tourism. She has served as the Conference Chairs for IEEE affiliated conferences, PACIS (2020 & 2021 in Dubai) and ICEB 2017.

TARGET GROUP

This course is aimed at decision makers and senior leaders driving digital business/marketing strategies, senior managers involved in digital marketing projects, senior managers in diverse business functions who want to upgrade their strategic mindsets and work more effectively in developing and managing digital marketing, and entrepreneurs/investors involved in digital start-ups.

ADMISSION REQUIREMENTS

It is assumed participants will be able to follow and participate discussions in English, as well as write assignments on digital marketing for managers.

TEACHING METHODS

- Synchronous teaching on MS Teams.
- Class discussion, case studies, articles, and relevant videos.

CERTIFICATE OPTIONS

Delegates can select to follow either one of the following two approaches:

- Obtain a “Certificate of Successful Completion” by demonstrating their knowledge, understanding and skills of the learning outcomes in practical assessments at the end of the course.
- Obtain a “Certificate of Attendance” and will not be required to complete any assessment.

DATES

16 hours: TBC 2021 (4 days of 4 hours each)

Time: 09h00 – 13h00

FEES

Certificate of Successful Completion – AED4500 (excluding VAT)

Certificate of Attendance – AED4000 (excluding VAT)

ENQUIRIES

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