

DIGITAL MARKETING, YEAR 2, SEMESTER 3

Course title: Innovative project 3 (Innovative project 3 – Go to market Strategies)

Lecture type: Obligatory

ECTS: 6

Course overview

This is a series of three interconnected modules (Innovative Project 1-2-3)

The aim of the module is for student teams to finalise their innovative products/services. They will make their first attempts, facilitated by their teachers and mentors, at acquiring their first customers. Using the wide university's ecosystem, they will be given guidance at building partnership networks needed for successful product launch.

Students will also learn what are the required steps in the process of intellectual property protection, as well as about the legal framework for regulation of team relations. They will be shown how the financing path of a startup looks like, what are pros and cons of bootstrapping as opposed to the bankrolling or VC investments.

Finally, with the help of professional communication experts, they will work on perfecting their final pitch. They will acquire the skills of an elevator pitch, pitch for investors, and wide-audience sales pitch. In the final step of the module, they will pitch their new products/services before a wide audience of investors, companies and business experts – their potential future partners, customers, but also employers.

<u>MINIMAL LEARNING OUTCOMES</u>	<u>PREFERRED LEARNING OUTCOMES</u>
<ol style="list-style-type: none">1. Implement development plan in order to produce final digital product / service.2. Critically evaluate final solution in respect to initial market research and conceptual model.3. Implement effective intellectual property protection and regulation of team relations contract.4. Implement and design technical documentation for final solution using classical or agile development methodology and relevant standards.5. Successfully present innovative solution to market / investors and public in line with selected financing method.	<ol style="list-style-type: none">1. Implement best practices approaches while implementing development plan and producing final digital product / service.2. Enhance final solution using best practices approaches to fit market research inputs and iterative piloting with users.3. Use best practices while implementing effective intellectual property protection and regulation of team relations contract.4. Use best practices approaches while implementing and design technical documentation for final solution, using classical or agile development methodology and relevant standards.5. Select financing and presentation approach to market / investors and public which would provide best results.

Course title: Digital Transformation

Lecture type: Obligatory

ECTS: 7

The digital revolution has affected all aspects of society, both individuals and companies as well as the states. Networks among people (social networks) and things (Internet of Things) runs the government, business and civil society, as well as friends and family. We use (mobile) devices and interactive and "smart" tools that tell us who to trust, where to go and what to buy.

The aim of this course is to introduce students to characteristics, drivers and the concept of digital transformation, help them understand trends and teach them to recognize opportunities and adopt processes of digital transformation in business necessary for the operation and development in today's market.

<u>MINIMAL LEARNING OUTCOMES</u>	<u>PREFERRED LEARNING OUTCOMES</u>
<ol style="list-style-type: none">1. List the key factors of the digital transformation of society from a user perspective and consequently from the perspective of producers of goods and services.2. List the basic settings of digital economy and platforms and the assumptions of digital models.3. Explain the difference in the digital transformation regarding reorganization of the Operational model in relation to the change of the way we offer value to the user.4. Analyze the challenges of monetization and business models for digital products.	<ol style="list-style-type: none">1. Explain the impact of the key factors of the digital transformation of society from a user perspective and consequently from the perspective of producers of goods and services.2. Critically evaluate the impact of the digital economy and platform and the digital model settings and explain the new opportunities that are being opened by implementing it.3. Elaborate on the possibilities of digital transformation of the operating model and the offer of value in the context of industries and companies.4. Evaluate key features and apply the knowledge of the application of different monetization options and digital business models.

Course title: Innovation, product and service development

Lecture type: Obligatory

ECTS: 5

Course overview

For all business organizations, especially those related to technology in the broadest sense, the development of new products and services and the successful management of innovations are the basic preconditions for long-term development and survival.

The aim of the course is to familiarize students with basic concepts, methods, tools and best practices in developing new products and services, which is a complex process that requires multifunctional collaboration and interdisciplinary skills.

By participating in discussions and analyzing case studies, students will master the underlying marketing concepts by deepening their understanding of the strategic and management aspects of innovations that create value on existing and emerging markets and enable company to grow and retain its competitive edge.

An introduction to innovation management. Managing innovation within firms. Innovation and managing intellectual property. Managing organisational knowledge. Strategic alliances and networks. Introduction to research and development. R&D management. Business models. Product and brand strategy. New product development. New service development. Market research and its influence on new product development. Managing the new product development process.

<u>MINIMAL LEARNING OUTCOMES</u>	<u>PREFERRED LEARNING OUTCOMES</u>
<ol style="list-style-type: none">1. Argue the importance of innovation in creating sustainable competitive advantage and compare different forms of intellectual property protection.2. Determine the importance of managing organizational knowledge and compare different forms of strategic alliances, technology transfer and methods for evaluating R&D projects.3. Create a business model, interpret market research results and compare new product development models.	<ol style="list-style-type: none">1. Evaluate the role of innovation in creating a sustainable competitive advantage and choose the appropriate form of intellectual property protection depending on the specific business context.2. Recommend the appropriate innovation strategy and choose the appropriate form of strategic cooperation with other companies in the given business context.3. Evaluate opportunities for business model innovation and new product and service development and critically examine the role of market research.

Course title: Communication and presentation skills

Lecture type: Obligatory, ECTS: 6

Course overview

The course is designed to prepare students to advance their careers and to achieve a high level of performance as professionals. Strong communication skills provide an advantage in the job market because the world is full of good engineers, marketing strategists, attorneys and accountants, but it is not full of good communicators. Except specific expectations which vary by certain profession and position, communication skills are by far the most commonly mentioned skill set that employers are looking for. Also, in an era of uncertainty when lifetime employment is long gone, it is important to adapt to the new rules in the workplace, to take charge and manage our own careers, find opportunities and build our own employment security and expand the employment options. Most of the challenges resulting from newly established freedoms and flexibility in the global workplace require solid communication skills which makes them more important than ever. Therefore, improving communication and presentation skills strongly benefits careers and business success, no matter what profession or career path one decides to pursue. The course helps developing vital communication and presentation skills that are used throughout anyone's career. This is to be accomplished using a combination of theory and application in order to provide thorough understanding of the communication and presentation principles. The focus is on gaining valuable insights into active listening, persuasion and negotiation, teamwork and intercultural skills while learning effective strategies for the many types of communication challenges.

<u>MINIMAL LEARNING OUTCOMES</u>	<u>PREFERRED LEARNING OUTCOMES</u>
<ol style="list-style-type: none">1. Understanding Communication Process and components of effective communication.2. Applying Intercultural Competences, Persuasion and Negotiation Skills.3. Synthesize the Three-Step Writing Process: Planning, Writing and Completing Messages.4. Understanding Digital Media for Business Communication.5. Applying Comm. Skills for networking, interviewing and excelling in your career.	<ol style="list-style-type: none">1. Applying strategies for active listening and analyze the impact of listening filters. Identifying elements of professionalism, etiquette and the role of emotional intelligence in communication. Recognize the importance of adjusting to audience for communication Effectiveness. Discuss ethics and identify the difference between an ethical dilemma and an ethical lapse.2. Integrate Intercultural Communication Skills (verbal and nonverbal) and analyze the role of culture in communication and negotiation. Identify ethnocentrism and stereotypes and discuss principles of persuasion and sources of power in negotiation. Discuss negotiation nature, basics and components.3. Crafting messages, from routine and negative ones, to persuasive messages and messages for digital channels.4. Analyze major digital media formats available for business messages, evaluate integration of visuals with text and presenting data in a visual format, crafting messages for digital channels.5. Designing your own personal branding: interviewing for a job and creating an effective elevator pitch.

Course title: Quantitative methods in marketing

Lecture type: Obligatory

ECTS: 6

Course overview

The aim of the course is to teach students applications of quantitative analysis and modeling in marketing research. Students will acquire theoretical and practical knowledge of quantitative methods, will be able to recognize certain types of problem and choose appropriate method of analysis and modeling. It is especially important to develop skills of modeling real business issues in the domain of marketing through examples and exercises.

1. Students will be able to choose adequate model and modeling technique for the given marketing problem.
2. Students will be able to choose, calculate and critically interpret appropriate methods of statistical analysis, considering project requirements.
3. Knowledge for applying data analysis results in marketing activities

<u>MINIMAL LEARNING OUTCOMES</u>	<u>PREFERRED LEARNING OUTCOMES</u>
<ol style="list-style-type: none">1. Choose, interpret and calculate measures of central tendency and variability in terms of applicability, interpretability and usefulness in marketing problems.2. Choose and interpret main aspects of correlation and regression analysis.3. Choose and interpret the main aspects of regression analysis.4. Define and interpret basic concepts of mathematical statistics.	<ol style="list-style-type: none">1. Choose, calculate and critically interpret descriptive statistics measures and graphical procedures.2. Choose, calculate and interpret measures of association between two variables.3. Estimate parameters of a regression model and argue predictive power of a model for prediction and forecasting.4. Choose, critically interpret and determine confidence intervals, and choose, interpret and conduct parametric statistical tests.