



Fundamentals of AI and Digital Marketing

Basic course information

Course code	23145-E
Credits	5 ECTS
Period	15.03.2021 -07.05.2021
Language of Instruction	English
Level	Intermediate studies
Grading	1-5
Course Description	This online-based course provides basic knowledge about AI and digital marketing, as well as insights into state-of-the-art marketing research on these topics. It combines international MOOCs and scholarly articles with in-course assignments.

Learning Outcomes	After the course, you will be able to: <ul style="list-style-type: none">• Evaluate the impact of AI on marketing.• Define and apply in practice central concepts of digital marketing (e.g., content marketing, display ads, search engine marketing, search engine optimization).• Leverage social media marketing as a part of digital marketing strategy.• Create and evaluate a digital marketing plan.
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Total Student Workload	134 hours of individual and teamwork divided into: <ul style="list-style-type: none">• Scheduled (contact) hours: 10h• Non-scheduled work: 124h
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Approximate workload division (134h):

	<ul style="list-style-type: none">• MOOC 1 and MOOC 2 –max 70h• Reading materials, video, and quizzes – 30h• Assignment – 24h• Online lectures – 10h
Examination and Grading	<ul style="list-style-type: none">• MOOCs + reflection – pass/fail• Quizzes – max 5 points• Assignment – max 20 points

Instructors	Valeria Penttinen (valeria.penttinen@hanken.fi) Gustav Medberg (gustav.medberg@hanken.fi)
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Your Questions	In case you have any questions, first CHECK SYLLABUS AND MOODLE , only if you do NOT find answers there, contact <i>Valeria Penttinen</i> .
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MOOCs	YOU ARE RECOMMENDED TO START (OR EVEN COMPLETE) THE MOOCs BEFORE THE COURSE.
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The MOOCS (Individual)

YOU MAY COMPLETE MOOCS BEFORE THE COURSE ON YOUR OWN SCHEDULE!

Basic information	As a part of this course, you are required to complete 2 international MOOCs: <ol style="list-style-type: none">1. Elements of AI course given by Helsinki University (https://www.elementsofai.com/).2. Fundamentals of Digital Marketing course given by Google Digital Garage (https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing).
NOTE:	<i>If you have already received credits for any of these two MOOCs at Hanken (within course, on their own, or transferred), you cannot take this course.</i>
How to get a certificate	See instructions in Moodle.
Assessment	Pass/Fail
Deadline	<u>04.04.2021 at 23:59</u>, if you fail to meet this deadline, you automatically drop the course. Please submit your certificates in Moodle.

The Quizzes (Individual)

Description	You need to complete 4 quizzes in Moodle. The quizzes are developed to check your knowledge and understanding of the course material (including MOOCS).
Assessment	Total points: 5 points max (20% of course grade). Each quiz gives 1.25 points.

Missing this deadline results in minus 1 point for each day from your total score. You can lose max 3 points (then you drop the course).

Deadlines	Task	Deadline
	Quiz 1 (AI in Marketing)	
	Quiz 2 (Social Media Marketing)	
	Quiz 3 (Consumer Engagement)	<u>22.04.21 at 23:59</u>
	Quiz 4 (Digital Marketing in the B2B context)	

The Digital Marketing Plan (Team)

Description	<ol style="list-style-type: none">1. Form teams of min 3 and max 4 students.2. Select one person who will be the team manager. S/he will be responsible for (1) coordination of the teamwork; (2) leading communications on behalf of the whole team; (3) submission of the assignments in Moodle.3. Create a digital marketing plan for a company (you will find additional instructions in Moodle after teams are formed) for the next 6 months based on what you learned in the course.4. The plan should be <u>no longer than 10</u> pages including (p.1) title page, (p. 2) abstract (executive summary), (p. 3-7) all main parts of the digital marketing plan, (p. 8) references, (p. 9-10) possible appendices.5. For all submissions use the following naming TeamNUMBER_Name e.g., Team1_BlueBell digital marketing plan.
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PLEASE USE HANKEN TEMPLATE to write your plan. ALL assignments must be submitted in Moodle.

Assessment

Total points: 20 points max (80% of the total grade).

You will be judged based on the following criteria:

1. Use of the course materials (i.e., key concepts from both MOOCs and course materials) – **max 4 points.**
2. Clarity and feasibility of the idea (i.e., whether your idea actually can be implemented in practice) – **max 8 points.**
3. Quality of writing, referencing, and visual appeal of the plan – **max 2 points.**
4. Use of visuals and summarizing tables – **max 3 points.**
5. Peer-to-peer assessment – **max 3 points.**

Deadlines

Task

Deadline

Task 1: Forming teams and selecting team managers:

06.04.21 at 23:59

- Form your teams and fill-in the spreadsheet (you can find the link “Team Selection” in Moodle).

You will receive additional instructions for you Digital Marketing Plan assignment during the lecture on 08.04.21. After the lecture, you will also find a separate file with more detailed instructions in Moodle.

Task 2: Finished assignment

27.04.21 at 23:59

- Please submit the final version of your digital marketing plan in Moodle.
- Note that you will NOT be able to improve your plan (i.e., this submission is FINAL).

Task 3: Peer-to-Peer Assessment

02.05.21 at 23:59

- Provide feedback to the team you are randomly assigned to (1 feedback per team to another). You can see the team you need to provide feedback to in Moodle.
- Rate the plan on a 3-point scale and motivate your evaluation. Indicate strong sides of the plan as well as avenues for improvements.

REMEMBER to mention your team number in each submission (e.g., Team1_Dairy_Queen)!

If you fail to submit the finished assignment on time, you automatically drop the course

NO EXCUSES!

The lectures

All lectures will be organized online in **TEAMS**. Please register to the course channel on Teams as soon as possible (link will be posted in Moodle). You can also find links to all the lectures in Moodle. All lectures but the guest lecture will be recorded.

Each lecture will have **time allocated to your questions**. It *is recommended* that you ask questions during the lecture because many of the other participants might have similar questions.

NOTE (1): You need to read the materials BEFORE the lectures.

NOTE (2): The guest lecture **WILL NOT** be recorded, and it is **MANDATORY** for everyone to attend! If you absolutely have to skip the lecture, you need to inform Valeria Penttinen in advance.

You can find ALL academic articles though **Hanken online library** (remember to log-in!).

Schedule and course materials

Date & Time	Speaker	Topic	Course materials to read/watch before the lecture
16.03.21 – 45 min 14:15-15:00	Valeria Penttinen	Introductory lecture	Course Syllabus. ALSO , get to know course Moodle and prepare your questions (if any).
23.03.21 – 90 min 14:15-15:45	Valeria Penttinen	AI in Marketing	Academic Articles: <ul style="list-style-type: none">Davenport, T., Guha, A., Grewal, D. and Bressgott, T., 2020. How artificial intelligence will change the future of marketing. <i>Journal of the Academy of Marketing Science</i>, 48(1), pp.24-42. Other course materials: <ul style="list-style-type: none">Artificial Intelligence and Marketing: The Future Is Here (https://www.youtube.com/watch?v=6XfvBb2L01Q)AI and the future of ads (https://www.youtube.com/watch?v=B5BPUS4qTco)

Date & Time	Speaker	Topic	Course materials to read/watch before the lecture
30.03.21 – 90 min 14:15-15:45	Valeria Penttinen	Social Media Marketing: Using Paid, Owned, and Earned Media	<p>Academic Articles:</p> <ul style="list-style-type: none"> • Appel, G., Grewal, L., Hadi, R. and Stephen, A.T., 2020. The future of social media in marketing. <i>Journal of the Academy of Marketing Science</i>, 48(1), pp.79-95. <p>Other course materials:</p> <ul style="list-style-type: none"> • How to Start Social Media Marketing (4 ESSENTIAL Tips for Beginners) (https://www.youtube.com/watch?v=-tdFvJLw2UQ)
08.04.21 – 45 min at 16-16:45	Valeria Penttinen	Introduction to the Digital Marketing Plan Assignment	No course material to read BUT REMEMBER to select your team
13.04.21 – 90 min 14:15-15:45	Valeria Penttinen	Consumer Engagement with Digital Marketing Content	<p>Academic Articles:</p> <ul style="list-style-type: none"> • Hollebeek, L.D. and Macky, K., 2019. Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. <i>Journal of Interactive Marketing</i>, 45, pp.27-41.
20.04.21 – 90 min 10:15-11:45	Lukas Lundin (Microsoft)	Digital marketing in the B2C and B2B contexts	<p>Academic Articles:</p> <ul style="list-style-type: none"> • Paschen, J., Wilson, M. and Ferreira, J.J., 2020. Collaborative intelligence: How human and artificial intelligence create value along the B2B sales funnel. <i>Business Horizons</i>, 63(3), pp.403-414. • Bill, F., Feurer, S. and Klarmann, M., 2020. Salesperson social media use in business-to-business relationships: An empirical test of an integrative framework linking antecedents and consequences. <i>Journal of the Academy of Marketing Science</i>, pp.1-19. <p>Other course materials:</p> <ul style="list-style-type: none"> • Kovac; M., 2016. Social media works for B2B sales, too. <i>Harvard Business Review</i>, available at: https://hbr.org/2016/01/social-media-works-for-b2b-sales-too