

# Module guide: Online Marketing & Media

## Details

- Module name: Online Marketing & Media
- Module code: MIBU-70MM-21
- Year: 2024-2025
- Blocks: Blocks B, C and D
- Lecturers: Anastasia Smirnova, Bas Heerkens, Michael Chance
- Canvas site: [canvas.hu.nl/courses/45697](https://canvas.hu.nl/courses/45697)
- Hand-in site: Gradework
- Module contact: Michael Chance [michael.chance@hu.nl](mailto:michael.chance@hu.nl)



Image source: Microsoft Bing Image Creator (Dall-E3)

Prompt: "a creative representation of the concept of online marketing"

## 1. Introduction

Most marketing roles that HU students will be applying for in the S8 Graduation Internship and in their post-graduation career will be digital in nature. Digital marketing combines knowledge of traditional marketing theory (the content of Marketing Tools in Year 1), Strategic Marketing concepts, and a skills-based toolkit which each student must develop for themselves. Online Marketing & Media employs a multi-modal approach to developing students' knowledge and skill sets. Students will work in both a group context and individually to produce a project based on primary and secondary research, original analysis of real-world data, and creative problem solving. Similar to Strategic Marketing, this project has many aspects that are similar to your S8 Graduation Internship Research Project.

## 2. Reading material

All reading material is provided via Canvas – there is no required textbook for this module. Look for a MS Word file named *OMM Module Reading List*.

## 3. Program Learning Outcomes

Current Program Learning Outcomes

**WW4** Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience

**TWM15** Develop a well-founded marketing plan to support the creation of value for international customers

**TWM16** Use appropriate sales techniques in support of durable customer relationships

---

Future Program Learning Outcomes

**PLO2** Business Transformation

**PLO3** Relationship management

Developing the roles of new PLOs being PLO2 & PLO3, roles **account manager** (primary) and **analyst** (secondary).

## 4. Hour division

This module is worth 5 EC, which translates to 140 hours of work  
(1 EC = 28 hours)

Activity	Hours
Class attendance	21
Consultation hours	11
Homework	25
Assessment: Digital Marketing Website Analysis - Group	40
Assessment: Video - Individual	20
Assessment: Certificates	10
Resit Elements	13
<b>Total</b>	<b>140</b>

## 5. Assessment & Resit

- This module is assessed in three parts:
  - Digital marketing campaign with companion report (50%)
  - Individual video with companion report (45%)
  - Online certificates (5%)
- In a group of **3-5 students**, you will produce a **digital marketing campaign portfolio with companion report** to be handed in via **Gradework**.
- Students must finalize their groups by Friday of Week 3. If not, the group will not be allowed to submit work at the first sit opportunity. They may submit at the resit opportunity.
- One appendix to the campaign portfolio report must contain the **permanent links to all individual video submissions**. Your video must be uploaded to a video sharing site such as YouTube or Vimeo (other sites are possible – check with your coach). You may also upload your video to Gradework directly if necessary.
- Another appendix to the campaign portfolio report will contain the STRMAR marketing plan's strategic objectives and foundational documents of the STRMAR marketing plan:
  - Customer persona
  - Customer journey map
  - Value Proposition Canvas
  - Digital value proposition

Do not share your video file via a temporary file sharing service that deletes the file after a period of time.

- Students must earn individual certificates that will be uploaded to Gradework. The options for earning certificates are explained in the Description of Deliverables. Weaver students must submit valid (non-expired) certificates to satisfy this requirement. Certificates earned during other modules and previously submitted for academic credit may not be submitted again in OMM to earn additional academic credit.
- **IMPORTANT:** All three assessed elements (website analysis, video, and certificates) must be assessed with a passing grade. That means you must score a 5,5 or higher on each element.

If you fail one element and pass the other two, the lowest grade will be entered in Osiris.

## 6. Assessment deadlines

- The project must be handed in on Gradework:

Block B first sit	Jan. 10, 2025
Block B resit / Block C first sit	Mar. 28, 2025
Block C resit / Block D first sit	June 2, 2025
Block D resit	Aug. 1, 2025

- Work not handed in on Gradework before the closing deadline will not be graded. It is advised to allow some time for uploading as technical issues can always crop up. If you believe an error on the school's side occurred in the uploading of your work, take screenshots and contact your lecturer via email IMMEDIATELY.
- Resits will consist out of repairing your campaign portfolio and/or video and must also be uploaded on Gradework.

## 7. Weekly schedule

	Lecture activity	Tutorial activity (recommended)
Week 1	Kickoff session	Planning the project
Week 2	Keyword research + Digital Customer Journey	Develop the digital customer journey
Week 3	SEO + Content Marketing	Plan website content / do keyword research
Week 4	SEA	Create marketing collaterals
Week 5	SMM + Email marketing	Create marketing collaterals
Week 6	Marketing Analytics + Reputation Management	Plan short-form video
Week 7	Project feedback	Project feedback

## 8. Other relevant documents

- **Gradework rubric** → the rubric will show you exactly what your lecturer will be paying attention to when grading your work. You should consult the rubric during the planning stages of your project, and again before submitting to add any missing content that will earn you additional points.
- **Description of Deliverables** → This document will tell you what the requirements are for the digital marketing plan and the individual video.
- **Slides and presentations** → will be uploaded under the appropriate weeks on Canvas.

## 9. Changes to the module

For 2024-25, the OMM assessment is marginally different. What has not changed is the structure of the assessment or the grade weights. The subject company and some aspects of the assignment instructions have changed.

New lecture slides have been created with up-to-date information and practices representing the latest developments in the fast-changing field of digital marketing. There are now more opportunities than ever to use AI tools in the production of the assessment.

The self-study online courses have been changed to the Microsoft Advertising Learning Lab.

## 10. Use of AI in the module

Students are **encouraged to use any AI tool** that they think will be useful in the production of the campaign portfolio. This includes, but is not limited to, AI tools to assist in report writing, production of marketing collaterals, academic research, website evaluation, video production or keyword research.

Very importantly, any AI tool used in the production of the campaign portfolio must be disclosed and its use explained in a transparent manner. This disclosure should be included in an appendix to the project. This content is not directly graded, but it is a necessary part of academic work.

## **11. Module evaluation**

This module can be evaluated by students via Evalytics at the end of term A and during student panels for Semester 7.