Fundamentals of AI and Digital Marketing

Basic Course Information

Course code	23145-E
Credits	5 ECTS
Period	20.03.23 – 12.05.23
Language of Instruction	English
Level	Intermediate studies
Grading	1-5
Course Description	This online-based course provides basic knowledge about AI (artificial intelligence) and digital marketing, as well as insights into state-of-the-art research on these topics. It combines an international MOOC and scholarly articles with in-course assignments.
Learning Outcomes	After the course, you will be able to: • Evaluate the general impact of AI on marketing. • Define and apply in practice central concepts of AI and 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.
Expected skills/knowledge	Students are strongly encouraged to complete the Elements of AI MOOC or an alternative university-level course covering the basics of AI (non-marketing). See more information below.
Total Student Workload	134 hours of individual and teamwork divided into: • Scheduled (contact) hours: 13h • Non-scheduled work: 121h ***Approximate workload division (134h):*** • Fundamentals of Digital Marketing MOOC –max 35h • Reading materials, video, and quizzes – 60h • Assignment – 26h • Online lectures – 13h
Examination and Grading	• MOOC – **pass/fail** • Quizzes – **max 30 points** • Assignment – **max 70 points** Points will be converted into 1–5 scale.
Instructors	Dr. Valeria Penttinen (valeria.penttinen@hanken.fi)

EXPECTED SKILLS/KNOWLEDGE

Students are expected to have a basic university-level understanding of the artificial intelligence (AI) topic prior to taking the course (e.g., what AI is and how it works, what do AI-related concepts mean (e.g., machine learning), what are neutral networks, what are the broad implications of AI use, etc.).

If students have not previously attended courses discussing AI during their studies, they are strongly encouraged to complete the Elements of AI MOOC (Introduction to AI part only) given by Helsinki University. This should be done before the start of the course or at the very beginning of it. **NOTE** that if the Elements of AI MOOC has not been included in another course at Hanken, it can be transferred to Hanken as additional 2 ECTS (more information on how to transfer credits can be found HERE).

DIGITAL MARKETING MOOC (part of the course workload)

Fundamentals of Digital Marketing MOOC provided by Google Digital Garage:

Where to find	https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing
Assessment	Pass/Fail
Deadline	**16.04.23 at 23:59** Please submit your certificates in Moodle.

NOTE: you are encouraged to complete the MOOC before the start of the course!

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 readings, lectures, and the MOOC).	
Assessment	Total points: 30 points max (30% of course grade). Each quiz gives max 7.5 points. You cannot retake quizzes.	
Deadlines	**Task**	**Deadline**
	Quiz 1 (AI in Marketing) Quiz 2 (Social Media Marketing) Quiz 3 (Consumer Engagement) Quiz 4 (Digital Marketing in the B2B context)	**30.04.23 at 23:59**

Consider completing each course after the respective lecture (i.e., lecture focusing on the same topic), minus the guest lecture.

Missing this deadline results in minus 3 points for each day from your total score for each overdue quiz.

The Digital Marketing Plan (Team Assignment)

Description

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 **no longer than 10** 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 the submissions use the following naming TeamNUMBER_Name e.g., Team1_BlueBell digital marketing plan.

PLEASE USE HANKEN FORMATTING GUIDE to write your plan

Assessment

Total points: 70 points max (70% 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 15 points.**
2. Clarity and feasibility of the idea (i.e., justification of your choices, whether the idea can be implemented in practice) – **max 25 points.**
3. Quality of writing, referencing, and visual appeal of the plan – **max 12 points.**
4. Use of visuals and summarizing tables – **max 8 points.**
5. Peer-to-peer assessment – **max 10 points.**

Deadlines

Task	Deadline
Task 1: Forming teams and selecting team managers: • Form your teams and fill-in the spreadsheet (you can find the link "Team Selection" in Moodle). You will receive additional instructions for your Digital Marketing Plan assignment during a dedicated lecture. After the lecture, you will also find a separate file with more detailed instructions in Moodle.	**02.04.23 at 23:59**
Task 2: Finished assignment • 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., your submission is FINAL).	**03.05.23 at 23:59**
Task 3: Peer-to-Peer Assessment • 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)! One submission per team made by the team manager.	**07.05.23 at 23:59**

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. **The lectures will NOT 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 lectures **WILL NOT** be recorded, and it is **MANDATORY** for everyone to attend! If you absolutely have to skip either of the guest lectures, 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
21 March – 45 min 16-16:45	Valeria Penttinen	Introductory Lecture	Course Syllabus. Get to know course Moodle and prepare your questions (if any). You may also start thinking about your teammates for the team assignment.
23 March – 90 min 12:30-14:00	Valeria Penttinen	AI in Marketing	***Academic articles:*** • Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, *48*(1), 24-42. • Garvey, A. M., Kim, T., & Duhachek, A. (2023). Bad news? Send an AI. Good news? Send a human. *Journal of Marketing*, 87(1), 10-25. ***Other course materials:*** • What is Artificial Intelligence (ai) in Marketing • 9 New Ai Tools That Will BLOW YOUR MIND
28 March – 90 min 12:30-14:00	Adam Ben-Yousef 09 Solutions	Application of AI	No course material to attend to. Enjoy!

Date & Time	Speaker	Topic	Course materials to read/watch before the lecture
30 March – 90 min 12:30-14:00	Valeria Penttinen	Social Media Marketing: Using Paid, Owned, and Earned Media	***Academic articles:*** • Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, *48*(1), 79-95. • Leung, F. F., Gu, F. F., & Palmatier, R. W. (2022). Online influencer marketing. *Journal of the Academy of Marketing Science*, *50*(2), 226-251. ***Other course materials:*** • 2023 Marketing Trends (download your own copy)
4 April – 45 min 14:15-15:00	Valeria Penttinen	Digital Marketing Plan Assignment	No course material to attend to BUT REMEMBER to select your team by 02.04.2023.
18 April – 90 min 14:15-15:45	Valeria Penttinen	Consumer Engagement with Digital Marketing Content	***Academic articles:*** • Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of interactive marketing*, *45*(1), 27-41. • Liadeli, G., Sotgiu, F., & Verlegh, P. W. (2022). A Meta-Analysis of the Effects of Brands' Owned Social Media on Social Media Engagement and Sales. *Journal of Marketing*. ***Other course material:*** • 25 Brands Every Social Media Manager Should Follow on Social
25 April – 90 min 14:15-15:45	Lukas Lundin (Microsoft)	Digital Marketing in the B2C and B2B Contexts	***Academic Articles:*** • Paschen, J., Wilson, M., & Ferreira, J. J. (2020). Collaborative intelligence: How human and artificial intelligence create value along the B2B sales funnel. *Business Horizons*, 63(3), 403-414. • Yuan, C., Moon, H., Wang, S., Yu, X., & Kim, K. H. (2021). Study on the influencing of B2B parasocial relationship on repeat purchase intention in the online purchasing environment: an empirical study of B2B E-commerce platform. *Industrial Marketing Management,* 92, 101-110. ***Other course materials:*** • How to build a B2B social strategy (that isn't boring)
9 May – 45 min 14:15-15:00	Valeria Penttinen	Feedback and Conclusive Lecture	No course material to attend to BUT REMEMBER to complete all the tasks