**FABLE – Training Faculties on Blended Learning**

Erasmus+ project

**Library of blended and online learning courses and teaching sessions:** Success stories, best practices and cautionary tales from the academia.

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| Name of the course | | | **Practicing Digital Marketing** | | | | | |
| Amount of course credits in ECTS | | | | | | | **2** | |
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| **Select one:** Is this observation | **Positive**: A Success story or best practice? | **X** | | **Neutral**: General observation? |  | **Negative**: A Cautionary tale? | |  |
| Major the course is related to | | | International Marketing / Digital Marketing (Masters)\_ | | | | | |
| Please give a short description of the course structure (number of lectures, weeks, online events…) | | | 14 weeks, 1h30 per week, fully online. | | | | | |

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| Please give a short description of this case: |
| In the course students had to design and implement (with a real budget) a digital marketing campaign for a real client (normaly SME/Start-ups). The students worked in small groups and each group was responsible for a different dimension of digital marketing e.g. general strategy, social media, SEO, website, etc. Improvement on the client digital presence could be tracked almost in real time using digital tools. |
| Which teaching tools, services, applications and software solutions were used? |
| Zoom for the discussion sessions, WhatsApp for real time communication, Slack for internal organisation and Drive/Dropbox for file sharing. Google Analytics for tracking visits to the website. |
| What are the most important lesson learned from this course? (Both in negative or positive viewpoint, if there are any) |
| If the course is set up to be delivered online from the beginning (and especially if it is related to digital content), the fact that the course is fully online is not detrimental to students’ learning experience. Notwithstanding, one or two face-to-face encounters are always beneficial. A major advantage of being online in this case is that we can work with international clients (e.g. Colombia, Norway, The Netherlands). |
| If you have additional notes or comments, or want to provide a link to online materials, please put them here: |
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