

## *The Hebrew University of Jerusalem*

### *Syllabus*

## *Digital Marketing Best Practices with G-CMO - 55533*

*Last update 14-10-2020*

*HU Credits: 2*

*Degree/Cycle: 2nd degree (Master)*

*Responsible Department: Business Administration*

*Academic year: 0*

*Semester: 1st Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Dr. Renana Peres*

*Coordinator Email: [peresren@huji.ac.il](mailto:peresren@huji.ac.il)*

*Coordinator Office Hours: by appointment*

*Teaching Staff:*

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Ms. Sophie Melnik Amitay

Course/Module description:

The course lecturers are all members of G-CMO, an exclusive forum of the top Israeli marketing executives all of whom are managing global marketing operations. This is a unique opportunity to hear firsthand from the country's leading CMOs and VPs of marketing about the ins and outs of digital marketing and how it applies in real life.

Course/Module aims:

The main goal of the course is to help participants understand and evaluate digital marketing tactics and best practices that can be used on a global scale.

Learning outcomes - On successful completion of this module, students should be able to:

Upon completion of the course, participants will be equipped with the knowledge and know-how of devising a digital marketing strategy, the power of digital transformation on the bottom line, designing a customer journey, creating impactful content, connecting growth and digital, leveraging channel marketing within the digital space, building customer advocacy through social media and leading a branding process with a digital mindset.

Attendance requirements(%):

100

Teaching arrangement and method of instruction: lectures, readings, class participation, podcasts, case studies.

Course/Module Content:

1. A Glimpse into Digital Marketing
2. Customer. Brand. Product. Tools.  
Juggling Your Way In Digital Marketing.
3. Transforming from Traditional Marketing to Digital Marketing - The Netafim Case Study
4. The Impact of Digital Transformation on the New Normal Business World
5. Customer-led Journeys—How to Scale B2C CRM
6. Key Elements for Effective Content Marketing Strategy
7. Content Marketing for B2B:  
If You're Bullshitting Everyone will Notice
8. How to Achieve Sustainable Growth- Learning from the Best

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9. Lead Corporate Goals with Marketing-led Growth
  10. 1,000 Marketing Managers Working for You-Force Multipliers of The Reseller Channel
  11. How Short-Term Profit vs. Long-Term Market Leadership Affects Channel Marketing?
  12. Social Media - How to Build Word-of-Mouth and Advocacy
  13. How to Lead a Branding Process and Stay Alive
  14. Key Learning Points – Summary

Required Reading:

1. The Ultimate Guide to Customer Journey Mapping
2. Managing “Infinite” Customer Journey
3. 3 blogs of your choice in SaaS
4. [https://www.jimcollins.com/article\\_topics/articles/good-to-great.html](https://www.jimcollins.com/article_topics/articles/good-to-great.html)
5. Growth Hacking 1:1
6. Building your brand’s social presence
7. Start with why

Additional Reading Material:

TBD

Course/Module evaluation:

End of year written/oral examination 50 %  
Presentation 0 %  
Participation in Tutorials 20 %  
Project work 30 %  
Assignments 0 %  
Reports 0 %  
Research project 0 %  
Quizzes 0 %  
Other 0 %

Additional information: