



كلية الدراسات المصرفية والمالية  
College of Banking and Financial Studies



UNIVERSITY OF  
**Southampton**

# DATA DRIVEN DIGITAL MARKETING

Professional and Executive Education Programme

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## OUTLINE

With consumers increasingly using digital platform for searching, exploring, examining and purchasing products and services, building and refining a digital marketing management strategy is paramount for customer-oriented organisations. However, while consumers have transitioned from brick and mortar to click, building trust and engagement in digital marketplace has not been easy for most organisations.

A strategy that worked in the non-digital world, does not transfer itself into the digital domain. Thus, organisations that wish to operate and be successful have to think about a digital marketing management strategy that aligns itself with the overall organisational strategy leading to a focused multi-channel growth. This course will enable you to gain knowledge and understanding of these issues with hands own experience in design and operations. The course will be taught online in 3 hours blocks over a 3-day period. The total duration of the course is 9-10 hours including introduction.

## WHO CAN DO THIS COURSE?

This course is a foundation level unit for those participants who have not studied digital marketing before and are new to this domain. The programme will offer insights into how digital marketing differs from non-digital marketing and the importance of data and analytics in the digital domain. It will also offer fundamentals of social media marketing and developing a successful digital marketing campaign. There are no pre-requisites for participating in this course.



## SESSIONS

### Day 1, Monday 18 January 2021

#### Building Blocks for Digital Marketing

- Defining Digital Marketing and the impact of the Internet on marketing
- Understanding customer behavior online and approaches to segmentation
- Developing an impactful digital marketing plan

### Day 2, Tuesday 19 January 2021

#### Digital Marketing Planning - six steps to consider in your plan

- Setting the SOSTAC approach
- Situation analysis and objective setting for your data driven digital plan
- Strategies, tactics and action planning for your digital marketing process

### Day 3, Thursday 21 January 2021

#### From classroom to the boardroom

- SOSTAC implementation
- You will work in teams in virtual breakout rooms with mentor support
- Choose a company (based on guidance) and critically analyze its digital marketing using SOSTAC
- Present your findings in a 5-minute presentation & receive direct feedback on your presentation



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## FACILITATOR PROFILES

### **Dr Carmen-Monica MIHALACHE**



Dr Carmen-Monica Mihalache is Senior Teaching Fellow in Marketing, Head of Teaching for the Department of Digital and Data driven Marketing at Southampton Business School and Programme Leader for MSc Marketing Analytics. Dr Mihalache has over 12 years of experience in Digital and offline communications, with focus on visual and video marketing content.

Dr Mihalache worked for the first Internet Service Provider in Eastern Europe, coordinating the Marketing Department, then she continued her studies with a master's degree in marketing research at Texas A&M University. She started to teach business students at Mays Business

School, USA. Returning to Europe, she worked as a Specialist Referent in Marketing for the Public Romanian Television. She has experience in coordinating integrated communication strategies for various European organizations, directing the communication approach in advertising campaigns, European funded projects, festivals, international seminars, and European cultural events.

During her PhD studies, Dr Monica Mihalache participated in a three year European granted project under the European Program POSDRU. She enjoys working with passionate and enthusiast practitioners in Marketing. Her training and teaching methods are focused on differentiated methods of teaching adapted to students' learning styles, and on bringing new practical insights from the industry to the theoretical foundation.

She is a member of the CIRCUM Network of trainers in television, diploma obtained at the SON&R BBC Training Centre in Bristol, UK, IDM Tutor and DMA Awards Judge.



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## Dr Philip ALFORD



Philip Alford is a Lecturer in Digital Marketing in the Department of Digital and Data-Driven Marketing at Southampton Business School. In addition to teaching modules on digital marketing, he is leading the drive to embed experiential learning across a range of programmes and modules within the business school, a role which dovetails with his business engagement responsibility.

Prior to entering academia, Philip worked in the travel, tourism and hospitality sectors for 5 years, and throughout his tenure at different universities has maintained his connections with industry and specifically with SMEs. He was recently Principal Investigator on an EU-funded project concerned with understanding and benchmarking the Digital Marketing Transformation of SMEs in the UK, Denmark and Portugal. Prior to joining Southampton in 2018, Philip was Principal Investigator on an Economic & Social Research Council -funded study of SME digital marketing in the South West region of England.

He is currently a Board Director of Visit Wiltshire Limited where he advises on the organisation's digital marketing strategy. He also acts as an advisor on the Bournemouth, Poole & Christchurch Tourism Marketing Group. He regularly provides digital marketing training to SMEs in a range of sectors and his current research and consulting interests centre on the adoption, integration and implementation of MarTech (marketing technology) in SMEs.

Philip is a visiting lecturer at ESSEC Business School, France where he teaches a range of marketing courses at MBA and executive education levels. He also teaches courses at the Management Centre Innsbruck in Austria. He has published in leading journals including the *Journal of Business Research*, *Service Industries Journal*, *The International Journal of Contemporary Hospitality Management* and, most recently, *Tourism Management*.



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## Professor Paurav SHUKLA



Paurav Shukla is the Professor of Marketing at the Southampton Business School and Head of the Digital and Data-Driven Marketing Group, University of Southampton, UK. His research interests include cross-cultural marketing, brand management, comparative digital consumer behaviour, and marketing in emerging markets with a particular focus on luxury brands. His research highlights the hidden meanings and associations embedded within consumption practices across cultures and offers novel insights for researchers and practitioners.

Professor Shukla's career began in industry, and he continues to work hand in hand with industry as a researcher, practitioner and advisor. He has consulted for global consumer brand firms such as Unilever, GSK, Zurich insurance; leading as well as budding digital companies including iCrossing, Mavens, Urban Rivals, CGEye; International luxury, fashion and retail brands Spiewak, Stella, Lillie Design; large financial and insurance firms, HSBC, ICICI Prudential, Punjab National Bank, and Life Insurance Corporation of India, among others. He has travelled extensively throughout Europe, North America, Africa and Asia advising and training senior managers and entrepreneurs about strategic brand management, customer centric marketing and digital marketing strategy to increase their competitiveness.

He continues to serve on the board of many for and not for profit organizations in the US, the UK and India. He is also on the University Board of Advisory for Kean University, USA and the International Management Research Academy (IMRA), UK. He holds visiting professor positions for prestigious international universities such as Aalto School of Economics (formerly Helsinki School of Economics), Finland; Frankfurt School of Finance & Management, Germany; and Misr International University, Egypt among others.

He has written widely in the areas of his research domain in top-tier journals including Journal of Business Research, Journal of World Business, Marketing Letters, Information & Management, International Marketing Review, Psychology & Marketing, Eating behaviours, Journal of Business and Industrial Marketing, Advances in Consumer Research, Journal of Entrepreneurship, and Journal of Product & Brand Management among others. He has contributed chapters to edited books, case studies and popular accounts of his work have appeared in the Sunday Times, the Guardian, Woman's Wear Daily (the fashion bible), Luxury Society, Business Week, National Post of Canada and LiveMint Wall Street Journal, among others. He has been involved as a guest editor for journals, conference chair, and track chair for prestigious conferences such as EMAC. He is also on the editorial and review boards of several renowned conferences and journals.

**For more details, please contact:**

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