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Part 1

Digital marketing fundamentals

1 Introducing digital marketing

Learning objectives and topics

Introduction: how has digital marketing transformed marketing?

How will this text help me?

What is digital marketing?

Paid, owned and earned media

Context – the 7Ds of digital marketing

Digital marketing goals and strategy

Goals of digital marketing

Direct-to-consumer communications and e-commerce

Key challenges of digital communications

Digital marketing insight 1.1

Social commerce – how much do social networks influence purchase?

Introduction to digital marketing strategy

Key features of digital marketing strategy

Business and revenue models

Different forms of functionality of digital presence

Challenges in developing and managing digital marketing strategy

A strategic framework for developing a digital marketing strategy

Digital marketing audiences and buyer behaviour

Benefits of digital media

Digital devices and digital platforms

Digital platforms

Digital media

Introduction to digital marketing communications

Key communications concepts for digital marketing

Digital data

Digital marketing technology

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