

PROGRAM: Exchange / Double Degree
 SUBJECT: Digital Marketing
 LANGUAGE: English
 PROFESSOR(S): Nino Carvalho
 WORKLOAD: 30h –
 REQUIREMENTS: *not applicable*
 CONTACT/CONSULTATION HOURS: fgv@ninocarvalho.com.br

TEACHING PLAN

1. Course Description

This course will provide students with a pragmatic overview of the Digital Marketing landscape in Brazil and what a manager should know to be able to lead e-marketing activities in the country. The focus will be on how to develop marketing tactics within the local context, both on offline and online environments, and aligned with the Brazilian marketing scenario, taking into consideration factors such as: cultural customization of marketing campaigns, the role of agencies in Brazil, communication tools (different marcomms tools), assessment of competitive market, relationship with different stakeholders in the country (internal clients, suppliers, press, government, regulatory agencies and other key stakeholders), amongst others.

Cases, discussions, “hands on” activities and possibly guest lectures and/or technical visits to local companies will be used as means to forge an interactive environment during classes so as to maximize students’ engagement and learning process.

2. Scope & objectives

This subject’s overall objective is to empower students to be able to conceive, plan, implement and deliver high level and high performance marketing campaigns and activities, both on the traditional channels, as well as in the virtual landscape in an integrated fashion.

3. Learning outcomes

3.1. Key learning outcomes

- A clear understanding of the marketing environment in Brazil, its particularities and characteristics, with particular focus on the digital area.
- The ability to develop a solid marketing strategy, including how to use different channels and how to engage with various stakeholders so as to achieve corporate objectives.
- The ability to understand customer behavior in Brazil and how to forge strong bonds with different customer segments.
- Student will be able to use a range of frameworks across different stages in their marketing planning process.
- Solid knowledge of using marketing potential to deliver excellent results to the organization when doing business in Brazil and/or with local companies.

3.2. Complementary learning outcomes

By the end of the course, students will have a number of skills, such as:

- Implement e-marketing diagnostics, including intelligence of customers, competitors and the marketing environment in Brazil.
- Critical thinking in terms of their role as marketing executives when relating and communicating with their organisations' stakeholders.
- Deliver solid strategies and plans, so as to ensure its organization maximizes its impact whenever deploying marketing activities in the country.
- Selecting the best tactics to better suit to company's objectives.
- Learn how to exploit the most of digital marketing potential, especially in a country so widely connected and early technologies adopter.

4. Course methodology

This course will be delivered under a highly interactive method. Students will be encouraged to develop their own marketing solutions using the number of skills developed along the programme. Cases and videos will be vastly used as tools to stimulate discussions within the class. All practice / hands on activities will be well structured over a range of on and offline marketing theories applied to Brazilian particularities. It is expected students will have some reading/working load off class (from one week to the other).

5. Detailed course content

The topics which the subject will address, including the class dates on which these topics will be covered.

Class Number	Topic	Activities ¹ (bibliography/key readings, assessment, seminars etc)
1	<ul style="list-style-type: none"> - Course overview - The Marketing Landscape in Brazil – key figures, main players on the field - Key marketing concepts 	Course PPT
2 and 3	<ul style="list-style-type: none"> - Customer Behaviour - Relationship with Agencies and other marketing area stakeholders - On and Offline Marketing 	Course PPT
4	<ul style="list-style-type: none"> - Marketing Communications Tools - Guest Lecturer (TBD) 	Course PPT and Speaker
5	<ul style="list-style-type: none"> - Digital Marketing Planning Framework 	Course PPT and Case Studies
6	<ul style="list-style-type: none"> - Strategic Diagnosis 	Course PPT and Case Studies
7 and 8	<ul style="list-style-type: none"> - Marketing Planning – Tactical Plan 	Course PPT and Case Studies
9	<ul style="list-style-type: none"> - Strategic Marketing Plan Presentation and Discussion 	Assessment
10	<ul style="list-style-type: none"> - Strategic Marketing Plan Presentation and Discussion 	Assessment

6. Assessment procedures

¹ The professor is free to conduct occasional assessments without prior notice to student(s).

Students assessment is two-fold:

- Classes engagement and participation – presence, reading, delivering short tasks on class, interactions with classmates, group discussions.
- Practical Word – Either individually or in teams (of two to four participants) students will have to deliver, at the end of the course a marketing plan of a product, brand, service, or company, using the instruments learnt during classes.

7. General guidelines for the graduate program

As a general rule relating to the ethical principles and the code of conduct which steer its academic environment, EBAPE sets down the following:

- Autonomy and responsibility correspond to values which, when transformed into action, highlight the importance of EBAPE's mission of producing and disseminating knowledge of Administration. Consequently, it is the professor's responsibility to conduct roll call at every class, and absences will only be justified if they comply with the applicable legislation (see details in the Student Manual).
- We recommend that the use of communication equipment such as cell phones, radios and similar equipment, as well as notebooks or equivalent, should not be permitted in the classroom, so as to avoid interfering with the teaching and learning processes.
- Resorting to fraudulent measures of any kind on the part of students during any of the evaluation phases will lead to a zero grade being awarded and the immediate referral of the case to the program department for examination of the facts.¹

8. REQUIRED READINGS

- Digital Marketing Strategy – CHAFFEY et al > http://www.amazon.co.uk/Digital-Marketing-Strategy-Implementation-Practice/dp/0273746103/ref=sr_1_1?s=books&ie=UTF8&qid=1372034721&sr=1-1&keywords=internet+marketing+strategy+chaffey
- HALLIGAN, B.; SHAH, D. *Inbound Marketing: attract, engage and delight customers online*. New Jersey: Wiley, 2014.
- HIRT, M.; WILLMOTT, P. **Strategic Principles for Competing in the Digital Age**. *McKinsey Quarterly*, May, 2014. Disponível em: http://www.mckinsey.com/insights/strategy/strategic_principles_for_competing_in_the_digital_age.

9. ADDITIONAL READINGS

BITNER, M.; ZEITHAML, V. **Services Marketing**. McGraw Hill, 2015.

HOGG, G., LAING, A., WINKELMAN, D. **The Professional Service Encounter in the Age of the Internet: an Exploratory Study**. *Journal of Services Marketing*, v. 17, n. 5, p. 476-494, 2003.

GILLIGAN, C., WILSON, R. **Strategic Marketing Planning**. Oxford: BH, 2003.

LEVINE, R.; LOCKE, C.; SEARLS, D.; WEINBERGER, D. **The Cluetrain Manifesto**. Cambridge: Perseus Publishing, 2001.

LEVITT, T. **Marketing Myopia**. *Harvard Business Review* (Top-line Growth), p. 138-149, July-August, 2004.

MCKENNA, R. **Marketing is Everything**. *Harvard Business Review*, January-February, 1991.

RUST, R.; OLIVER, R. **Should we Delight the Customer?**. *Academy of Marketing Science*, v. 28, n. 1, p. 86-94, 2000.

SCOTT, D. **The New Rules of Marketing and PR**. New Jersey: Wiley, 2010.

SHOSTACK, G.; **Breaking Free From Product Marketing**. *Journal of Marketing*, v. 41, n. 02, April, 1977.

SINGH, N., FURRER, O., OSTINELLI, M. **To Localize or to Standardize on the Web: Empirical Evidence from Italy, India, Netherlands, Spain and Switzerland**. *The Multinational Business Review*, v. 12, n. 1, p. 69-87, 2004.

_____; PEREIRA, A., **The Culturally Customized Web Site: Customizing Web Sites for the Global Marketplace**. Oxford: Elsevier, 2005.

KRUG, S. **Don't Make Me Think**. Thousand Oaks: New Riders Publishing, 2014.

10. Professor's mini-résumé

Journalist, MSc in Business Administration, Professional Diploma in Marketing (Honours, Chartered Institute of Marketing, UK).

Conceived and is the Academic Coordinator for three programmes on Digital Marketing at Getulio Vargas Foundation (FGV): MBA, Post-MBA and Distance Learning Education. Lecturer at FGV: MBA in Digital Marketing, Post-MBA in Digital Marketing, MBA in Marketing and International MBA.

Co-author of two books and two ebooks, in addition to a number of professional and academic publications in Brazil and abroad. Recognized as one of the pioneers and main references in Brazil's Digital Marketing scenario, working as an executive, lecturer and consultant in the field since 1997.

Experience with brands such as:

- Private Sector:

Toyota, Ericsson Latin America, Aperam South America, EDP Brasil, Dow, Dupont Latin America, Souza Cruz (British American Tobacco – BAT), eConsultancy, Johnson & Johnson (Latin America), Embratel, Ipiranga, Brazilian Oil and Gas Institute (IBP), Wyeth (Centrum and Advil), Grupo Multiplan, Industry's Federation (for Espírito Santo and Minas Gerais states), GS1 Brasil, UniCesumar, Lenine, InPress Porter Novelli, Habibs, Pernod Ricard, WMcCann and AG2 Publicis.

- Public Sector:

Presidency of the Republic, Superior Court of Justice (STJ), Regional Electoral Court for Minas Gerais State (TRE-MG), Ministry of Justice, Federal Savings Bank (Caixa), Bank of the Northeast, Brazilian Army, National Fund for Education Development (FNDE), Brazilian Corporation of Agricultural Research (Embrapa), Federal Senate, Federal Prosecutor's Office (MPF), Office of the Attorney General (PGR), National Justice Council (CNJ), Funding Authority for Studies and Projects (Finep), Labor Prosecutor's Office (PGT), Government of Mato Grosso State, Manaus Town Hall, Porto Alegre Town Hall, National Health Surveillance Office (Anvisa),

Furnas, International Committee of the Red Cross (Latin America), National Agency for Private Investment (ANIP/Angola).

SOCIAL PRESENCE

- [Blog Nino Carvalho Consultoria](#)
- [Twitter](#) – almost 12 thousand followers (Klout score = 60).
- [SlideShare](#) – with 72 uploads (lectures, courses, articles and research) totalling almost 305 thousand views and seven thousand downloads.
- [YouTube](#) – dozens of videos: complete talks, interviews and event participations.
- [Pinterest](#) – focused exclusively on digital marketing and technology graphics. Statistics: 18 boards, almost 400 pins and 1500 followers.
- [SoundCloud](#) – with 21 podcasts linked to the digital marketing area, Brazilian marketing market and discussions about agencies, professionals, public relations 2.0, among others.
- [LinkedIn](#) – profile in Portuguese and English, with over 500 connections.
- [Academia.edu](#) – main academic publications.

¹The student is guaranteed the right to a full defense as per the School's internal regulations