



COURSE SYLLABUS

CUSTOMER-FOCUSED STRATEGIES IN THE AGE OF DIGITAL TRANSFORMATION

Professor

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SHORT BIOGRAPHY

Dr. Intekhab (Ian) Alam is a Distinguished Professor of Digital Business and Marketing at the State University of New York, USA, where he teaches courses in Digital Marketing, Social Media Marketing, and Search Engine Marketing. Dr. Alam has taught in undergraduate, MBA, PhD, DBA, and executive programs around the world. He is the recipient of the prestigious Chancellor's Award for Excellence in Teaching and several Outstanding Teaching and Use of Active Learning in the Classroom Awards in his career. He has also received the Marketing Management Association's "National Meritorious Teaching Award" in the USA in 2010. His research interests are in the areas of Social Media Marketing and New Service Development. Dr. Alam's research has been published in prestigious journals such as the Journal of the Academy of Marketing Science, Journal of Product Innovation Management, Industrial Marketing Management, Journal of Services Marketing, International Marketing Review, and many more.

Dr. Alam is actively involved in organizing student competitions for the local chapter of the American Marketing Association (AMA) in Rochester, New York. Before joining academia, Dr. Alam worked on various positions in the field of marketing in various firms in Australia and India. He also has years of experience as a marketing consultant, both in Australia and the USA.

INTRODUCTION/COURSE DESCRIPTION

To remain competitive in today's complex digital web and interconnected world, businesses must adopt a multifaceted approach that leverages various online strategies. This includes search engine marketing, social media optimization, business automation, content marketing, influencer marketing, experiential marketing, and web analytics. Businesses all around the world are grappling with a perpetual challenge: how to connect with their customers in an era where technology continues to reshape the world. These phenomena require executives to remain agile in an evolving digital landscape that influences the way customers make their choices.

This course will analyze several cases of companies that have successfully harnessed digital technologies to gain a better understanding of their customers' journeys and have adopted a customer-centric approach in a digital-first world. For example, Gucci and Marriott's Ritz-Carlton reconfigured their strategies to better connect with their rapidly changing customer base. The exercise bike brand Peloton revolutionized the market by utilizing content marketing, influencer marketing, and experiential marketing strategies. A new and upcoming insurance company, Lemonade, disrupted the market by harnessing the power of business automation, breaking the world record for paying insurance claims within three minutes. Using these cases as a benchmark, the course covers several real-world strategies for business success in the age of digital transformation.

COURSE OBJECTIVES

The course is ideal for the students wanting to understand the big picture of the digital landscape and use that understanding to develop effective digital business strategies in different parts of the world. More specifically, after successful completion of the course, the students will be able to demonstrate the following competencies:

- Understand the consumers' buying journey over the digital channels globally.
- Understand the use of digital tools to capture, engage, and convert prospects into customers.
- Understand search engine strategies, such as search engine optimization and paid search.
- Know how to find the customers' influencers for a brand and practice influencer marketing.
- Understand the steps to community management and content marketing.
- Understand the concept of experiential marketing in customer acquisition and brand building.
- Understand the effects of globalization on a firm's decisions to market digitally.
- Explain how digital technology offers benefits and challenges to consumers, business, marketers, governments, and society in different parts of the world.

COURSE METHODOLOGY

This is an interactive course in which students will learn how to apply current and emerging digital business tactics and strategies through a mix of lectures, video cases, current digital business articles, short case analysis, and interactive group exercises. The use of various teaching methodologies will offer students a holistic understanding of digital business and management, from strategic planning through execution, and the application of key insights to various real-life

situations. In essence, the class will include 30% lecture time to discuss basic concepts and theories and 70% hands-on exercises within the classroom and learning activities that demonstrate the application of these theories.

The course is interdisciplinary in nature and offers practical solutions to the challenges faced by managers in various functional areas of business, including marketing, supply chain management, social media management, finance, e-commerce, and strategic management. The course also covers various digital business strategies as practiced in different parts of the world. Thus, the course also provides a global view of the various strategies related to digital transformation currently taking place worldwide.

EVALUATION SYSTEM

Normal rounding rules will apply. The percentage for this course is divided below:

In-Class Exercises and Quizzes:	40%
Search Engine Marketing Case Study:	30%
Social Media Marketing Case Study:	30%

REQUIRED BIBLIOGRAPHY

There is **NO** required textbook. I will use my own material. PowerPoint slides, class notes, handouts, case studies will be posted on Brightspace in advance for the students to review. I have developed several short case studies from my consulting work and industry experience in the digital business area that I will use in the class. These case studies and related material will be posted on Brightspace.

COURSE PREREQUISITES

The students taking this course should have completed the basic principles of business or principles of marketing course. In addition, they should have some familiarity with various digital and social media platforms.