

COURSE SYLLABUS

Winning Customers Through Integrated Digital Strategies

 Online | PM



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Intekhab Alam

Distinguished Teaching Professor

Short Biography

Dr. Intekhab Alam is a Distinguished Professor at the State University of New York and a 2025 U.S. Fulbright Scholar, recently awarded the Fulbright Specialist Award to lead academic initiatives. He has taught Digital Marketing, Search Engine Marketing, Product and Brand Management, Sales Management, and Logistics Management in undergraduate, MBA, PhD, and executive programs in Australia, Colombia, India, Japan, Lebanon, and Oman. He has received the Chancellor's Award for Excellence in Teaching, multiple Outstanding Teaching and Active Learning Awards, and the Marketing Management Association National Meritorious Teaching Award in 2010. His research focuses on New Service Development and Social Media Marketing, with publications in the Journal of the Academy of Marketing Science, Journal of Product Innovation Management, Industrial Marketing Management, Journal of Services Marketing, and International Marketing Review. He organizes student competitions for the AMA chapter in Rochester, New York, and previously held marketing roles in Australia and India before working as a marketing consultant in Australia and the United States.

Introduction/Course Description

The decisions by Saks Fifth Avenue to sell high-end merchandise on Amazon and by Wayfair to open its first physical store, which increased sales and foot traffic, reflect a new paradigm in digital marketing and retailing. Consumers now expect seamless and personalized experiences across online and in-store touchpoints, which requires integrating digital strategies such as search engine marketing, social media optimization, business automation, and web analytics with offline strategies such as in-store retailing, personal selling, and strategic pricing. This course analyzes case studies of companies that have used digital technologies to unify their sales, retail, and pricing strategies, gaining deeper insights into the customer journey and attracting large numbers of customers.

Course Objectives

This course aims to:

- Understand the use of digital tools and inbound marketing to capture, engage, and convert prospects into customers.
- Understand the use of integrated business automation tools to gain deeper insight into customer journeys.
- Understand how to integrate digital and in-store retailing strategies to acquire customers and build relationships with them.
- Understand the use of integrated retail and strategic pricing tools to engage online and in-store customers.

Course Methodology

This is an interactive course in which students will learn to apply current and emerging digital business tactics and integrate them with strategies related to in-store retailing. The course will use a blend of lectures, video cases, current business articles, short case analyses, and interactive group exercises. By combining these diverse teaching methodologies, students will gain a holistic understanding of business and management—from strategic planning to execution—and learn how to apply key insights to real-world situations. Approximately 30% of class time will be devoted to lectures covering fundamental concepts and theories, while the remaining 70% will focus on hands-on exercises and experiential learning activities that demonstrate the practical application of these theories. Being interdisciplinary in nature, the course offers practical solutions to challenges faced by managers across various functional areas of business, including marketing, supply chain management, social media management, retailing, e-commerce, and pricing. It also explores business strategies as practiced in different parts of the world, providing students with a global perspective on the evolving customer journey and its impact on various business and marketing functions worldwide.

Evaluation System

The course evaluation will be performed based on the following set of activities:

- In-Class Exercises and Quizzes (40%)
- Search Engine Marketing Case Study (30%)
- Integrated Retailing and Pricing Case Study (30%)

Course Prerequisites

Students taking this course should have completed the basic principles of business or principles of the marketing course.

