

<b>Course</b>		
<b>Introduction to Marketing Automation</b>		
<b>Lecturer</b>	<b>Duration</b>	<b>ECTS/Credit Points</b>
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<b>Course Character</b>	<b>Semester</b>	<b>Course Language</b>
Elective Course	Fall	English
<b>Prerequisites</b>		
Basic IT skills		
<b>Description of the Course</b>		
<p>Join this course to learn the fundamentals of marketing automation to grow your business. You will learn how to build high converting landing pages, use marketing automation tools and to monitor and analyze customer experiences across various touchpoints.</p> <p>During the course, you will have access to a marketing automation platform and work on a project to apply what you learn during the course.</p>		
<b>Competency aims</b>		
<p>The aim of the course is that students will learn the fundamentals of marketing automation to grow a business. The student knows after the completion of the course what it takes to create a positive customer experience with a goal to deliver real value at every single customer touch point.</p> <p>With marketing automation platforms, students can deliver the right information to the right person at the right time. Students also learn how to optimize customer interactions, how to use chatbots, and how to utilize experience metrics to reduce churn, increase revenue, and enable growth.</p>		
<b>Learning outcomes</b>		
<p>At the end of the course the student is expected to be able to:</p> <ul style="list-style-type: none"> <li>- understand the fundamental concepts of marketing automation</li> <li>- plan and create a customer journey path to maximize the customer lifetime value</li> <li>- identify, develop and implement communication to delight customers</li> <li>- monitor and analyze customer experiences across various touchpoints</li> <li>- understand data in the customer feedback to extract value from surveys, complaints and interactions</li> </ul>		

## Course Components

- landing pages and CTAs
- customer touchpoints
- marketing automation tools
- experience analytics and webanalytics
- survey and feedback tools

## Preparation For and Participation in Class

## Course Outline

### Day 1

Introduction to Marketing Automation

Landing pages

CTA and CRO

Project work

### Day 2

Introduction to Activecampaign

Welcome emails and automations

Project work

### Day 3

Delight your customers

Segmentations, tags and testing of automation flows

Project work

### Day 4

Customer satisfaction

Chatbots

Project work

### Day 5

Performance reporting and campaign tracking

Project work

Discussion and wrap-up

## References

Pardillo, Jonah C. 2019. Marketing Automation

Various online material published in the Learning management platform

**Important Note:**

The above outline is tentative and can be modified. This outline is only designed to give students an idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.