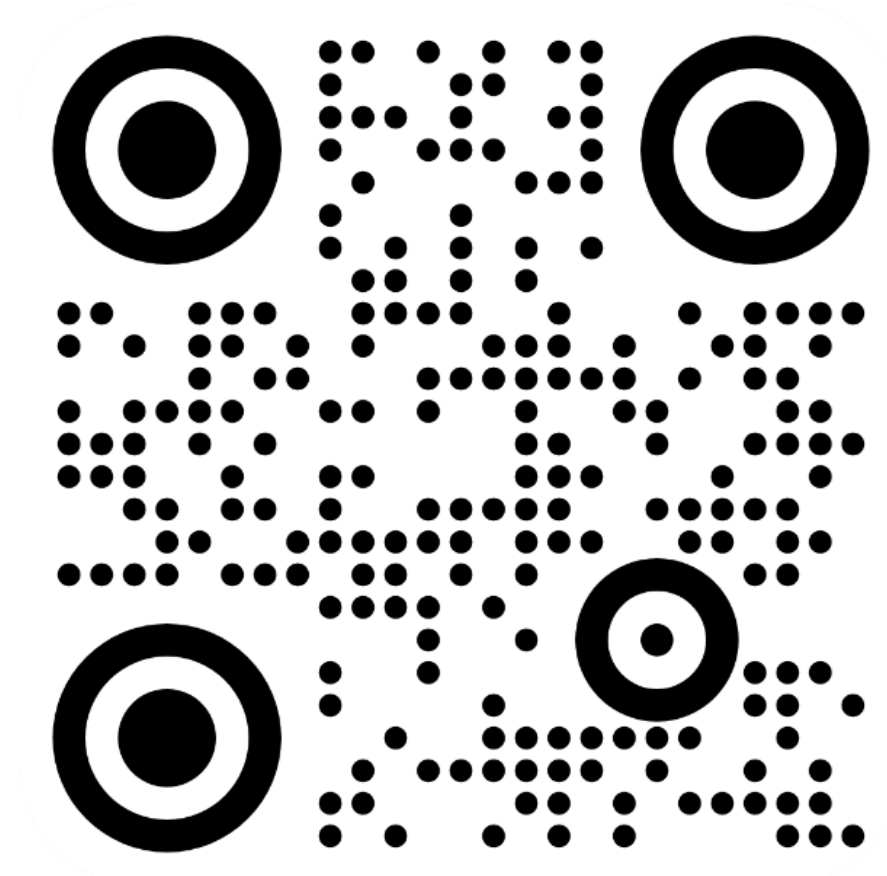


MUNI
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Introducing digital marketing

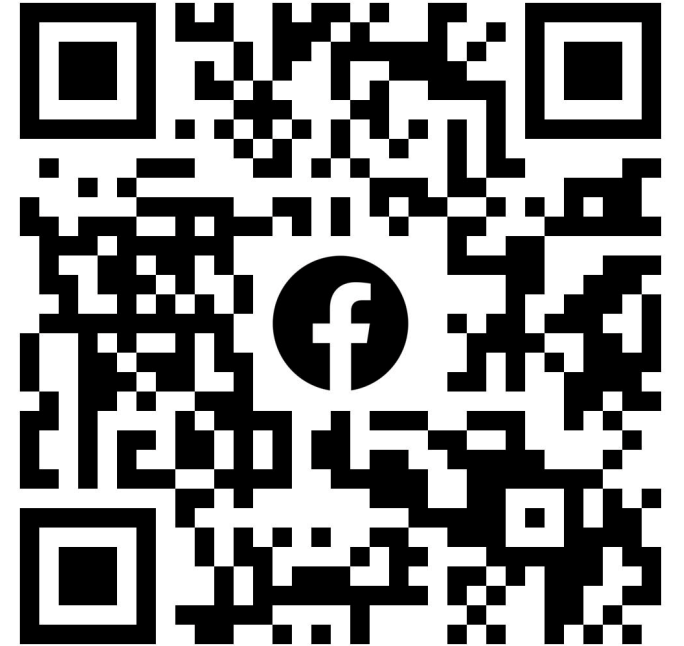


Roadmap

- In-class activity
 - Why the human element is more important than ever? Discussion
 - The Validity of Online Marketing Research
 - Buyer persona

Brief Introduction

- [Facebook](#) group – Marketing@ESF
- Emerged from necessity to **connect industry and academia**
- **Student** project
- Focus on practical insights



In-Class Activity 1

- The age of automation: Why the human element is more important than ever?
- Please split in groups of up to four
- 15 minutes to read
- Prepare answers on following:
 - Why do you think the human element still prevails in digital?
 - Do you see this changing any time soon?
 - What are the alternatives according to you?
 - Is the marketing automation solution or limitations in digital world?
- Open discussion

In-Class Activity 2

- **Understanding adoption of digital devices and platforms**
- Material available in the IS
- Please split in groups of two
- 20 minutes
- Open discussion



In-Class Activity 3

- Group work
- Think about your target consumer-customer
- **Creating and testing the consumer persona – [OpinioAI](#)**
- 20 credits – 20 questions
- **30 minutes**
- Please prepare a presentation of your consumer persona based on the outputs

Q&A Session

Thank you for your attention

