



Course syllabus Digital marketing

The degree of higher education is a master's degree
Field of knowledge - 07 "Management and administration"
Specialty - 073 "Management"
Educational and scientific program - "International Management"
Year of study: I, Semester: III
Elective course

Number of ECTS Credits:5

Teaching language: English

Lecturer

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Course description

The goal of the discipline "Digital Marketing" is to form students' knowledge in the field of theory and practice of digital marketing; their acquisition of skills and abilities to independently develop digital marketing strategies, choosing the necessary channels and tools of digital marketing communication, mastering the necessary skills for working with databases, programs that ensure the work of users in computer networks, as well as with specialized information technologies and systems in the economic in the field of digital marketing.

Course structure

Topic	Learning outcomes	Task
1.The role of digital marketing in today's business environment	Knowthe history of the development of the Internet. The term "digital marketing". The place of digital marketing in the structure of modern marketing. Digital marketing as a subject of research. Basic components of digital marketing.	Test tasks
2.Features of the audience on the Internet	The structure of the Ukrainian and international Internet audience. Searching for information in the virtual economy. Marketing research in the virtual economy. Methodology of marketing analysis of websites..	Case,

3.Consumer behavior in the digital communication environment	Basic principles of working with the website audience. Classification of consumers in relation to the Internet project. The influence of advertising promotions and other factors on the composition of the site's audience. Dynamics of site audience formation and change under the influence of advertising and other factors. Consumer flows that transfer them from one category to another. The impact of advertising and site quality on the size of these flows.	Development of a questionnaire for conducting an online survey
4.The principles of the site and its information capabilities	The website as a marketing tool. The place of the website in the company's activities. Features and types of websites. Communication capabilities of the site. Site communication services. Principles of site design effective for promotion on the Internet.	Business situation
5.Search systems on the Internet. External search optimization of the site	The main search engines of the Internet in Ukraine and abroad. The history of the emergence, essence and development of the independent zone of search engines. The concept of SEO, its history and development. Methods of SEO optimization. The external environment and its significance for the site.	Case
6.Internal search optimization of the site	Work with internal optimization. The semantic core of the site. The dynamics of the development of the internal and external environment. "Grey" methods of optimization.	Business situation
7.Marketing in social networks. Main social networks	Know the basic concepts related to social media services on the Internet. Key social networks in Ukraine and abroad. SMM marketing tools. Tags	Case
8.Thematic social platforms, messengers and the blogosphere	Chat bots. Social commerce. Peculiarities of promotion of the market object in social services. Bookmarks (bookmarking). Games in social networks. AdverGaming - placement of advertisements in online games. Podcast marketing. Blogs and the blogosphere.	Case
9.Network reputation management.	Know the main differences between online PR and traditional PR. SERM. The main tools of PR on the Internet. Low-budget PR. Information dissemination laws. Personal branding. Features of media on the Internet.	Case
10.Contextual advertising	Advertising in Internet search engines in Ukraine and abroad. Contextual, media-contextual and media advertising. The main services that provide contextual advertising services. Advantages and disadvantages of contextual advertising.	Case
11. Banner advertising	Know the basic concepts related to banner advertising of the market object. Full-scale banner campaign. Impulse resource support. Supporting campaign. Targeting. Traffic redistribution. Banner brokers. Brokers of advertising platforms. Advantages and disadvantages of banner exchange. Banner advertising burnout effect. Exchange links. The practice of using banner advertising.	Case

12. Direct marketing on the Internet. Services of e-mail distribution	Know the features of direct digital marketing. Personalization of appeals. The importance of the e-mail marketing system. Email address databases and their segmentation. Services of automated e-mail mailings.	Case
13. Digital marketing strategies	Know the formation of digital marketing strategies based on key factors depending on the object of promotion. Stages of digital marketing strategies. Interrelationship of the life cycle of the product and the used means of Internet promotion. Increasing the loyalty of the company's client for the purpose of repeat sales.	Case
14. Mobile digital marketing	Know the development of the mobile Internet and mobile marketing. SMS billing. Integration of web resources and SMS services. The importance of mobile sites and applications in the company's marketing activities.	Case
15. Analysis of the effectiveness of digital marketing	Understand the concept of performance measurement in digital marketing. Online measurement methods: collected data, visitor identification, derived data, analysis tools. Analysis of the advertising company on the value of the client and conversion. Analysis of the results of marketing activity.	Case

Recommended literature

1. American Marketing Association. URL: <http://www.marketingpower.com>
2. Ukrainian Marketing Association. URL: <http://www.uam.in.ua>
3. Makarova M. V. Electronic commerce: manual. for students university K.: Publishing center "Akademiya", 2020. 272 p.
4. Pleskach V. L., Zatonatska T. G. Electronic commerce: textbook. K.: Znannia, 2017. 535 p.
5. Law of the Supreme Court of Ukraine No. 851-IV "On electronic documents and electronic document management". Government courier. 2003. No. 119.
6. Law of Ukraine BP No. 852-IV "On electronic digital signature". Government courier. 2003.- No. 119.
7. Vynogradova O. V. Modern types of marketing: teaching. manual Kyiv: DUT, 2019. 265 p.
8. Kotler F. Marketing 4.0. From traditional to digital. Kyiv: KM-Books, 2018. 208p.
9. Voronyuk A., Polishchuk A. Actual Internet marketing. Kyiv: Irio Agency, 2018. 160 p.
10. Ivanov M.M. Development of marketing systems in the modern digital economy. Digital economy: coll. mate. National Institute of Science and Method. conference, October 4-5, 2018. Kyiv, Kyiv, 2018. P. 141-143.
11. Ivanov M.M. A model of a digital marketing system using cloud technologies. Modeling and information systems in the economy. Kyiv: KNEU 2018. No. 96. C. 24-36.
12. Ivanov MM, Terentieva NV Methodology of building marketing systems. Bulletin of Zaporizhzhia National University. Economic Sciences. No. 2 (46), 2020. P. 116-121.
13. Ivanov MM Analysis and classification of the Marketing 4.0 system. Bulletin of Zaporizhzhia National University. Economic sciences. 2021. 1 (49), R. 118-122. (DOI <https://doi.org/10.26661/2414-0287-2021-1-49-22>)
14. Ivanov M. Cloud-based Digital Marketing. CEUR Workshop Proceedings 2422. 2019. R. 395-404 (Scopus)
15. Ivanov S., Maksyshko N., IvanovM. Neuro-fuzzy Control System for a Non-deterministic Object in Real Time. CEUR-WS.org. 2021. Vol- 2864. R. 475-484 (Scopus) Information resources:
16. Ivanov M.M. Digital marketing. URL: <https://moodle.znu.edu.ua/course/view.php?id=7805>

Assessment Policy

Deadline and retake policy: Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).

Academic Integrity Policy: write-offs during control work are prohibited (including using mobile devices).

Visiting policy: Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

Assessment

The final score (on a 100-point scale) from the discipline "Digital Marketing" is determined as a weighted average value, depending on the specific weight of each credit component.

Credit module 1	Credit module 2	Credit module 3
30	40	30
Survey during classes (1-8 topics) – 5 points per topic – max. 40 points Modular control work (topics 1-8) - max. 60 points	Surveys during classes (9-15 topics) 5 points per topic - max. 35 points Modular control work (topics 9-15) - max. 65 points	Preparation and protection of KPIZ - max. 60 points Participation in trainings - max. 40 points.

Student evaluation scale:

<u>Accord ing to university scale</u>	<u>According to the National Scale</u>	<u>According to ECTS scale</u>
<u>90-100</u>	<u>Excellent</u>	<u><i>A (excellent)</i></u>
<u>85-89</u>	<u>Good</u>	<u><i>B (very good)</i></u>
<u>75-84</u>		<u><i>C (good)</i></u>
<u>65-74</u>	<u>Satisfactory</u>	<u><i>D (satisfactory)</i></u>
<u>60-64</u>		<u><i>E (enough)</i></u>
<u>35-59</u>	<u>Unsatisfactory</u>	<u><i>FX (unsatisfactory with possibility of repassing)</i></u>
<u>1-34</u>		<u><i>F (unsatisfactory with a mandatory repeat of the course)</i></u>