



## Syllabus Digital Marketing

Degree of Higher Education – bachelor  
Field of Knowledge – 29 “International relations”,  
Specialty – 293 “International law”  
Educational-professional program “International law”

Study year: 2, Semester: 4

Amount of ECTS credits: 5 Language: English

### Course Lecturer

Candidate of Economic Sciences, Associate Professor Oleksiy VOYTENKO

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### Description of the Discipline

The discipline "Digital Marketing" aims to provide students with a comprehensive set of knowledge in the theory and practice of digital marketing. It focuses on developing their abilities and skills for independent development of digital marketing strategies, selecting necessary channels and tools for digital marketing communication, acquiring essential skills in working with databases, programs facilitating user operations in computer networks, as well as specialized information technologies and systems in the economic sphere of digital marketing.

### Course structure

hours (lec./p r.)	Topic	Learning outcomes	Task
2/2	Topic 1. The role of digital marketing in the modern business environment	The ability to use the principles of digital marketing in the context of the peculiarities of the communication process	Current survey
	Topic 2. Peculiarities of the audience on the Internet	Ability to communicate with an Internet audience in the context of consumer behavior in B2B, B2C and hybrid markets	Current survey
4/2	Topic 3. Consumer behavior in the digital communication environment	Ability to generate new competitive ideas, validate them and implement them in projects.	Standardized tests
	Topic 4. Principles of site activity and its information capabilities	Ability to audit a website, design a website in the form of a layout and specification, optimize an existing website depending on its tasks	Group tasks

4/2	Topic 5. Search systems on the Internet. External search optimization of the site	Ability to conduct Search Engine Optimization, in particular, Off-page Optimization	Standardized tests
	Topic 6. Internal search optimization of the site	Ability to conduct On Page Search Engine Optimization	Current survey
4/2	Topic 7. Marketing in social networks. Main social networks	The ability to create high-quality text and graphic content that meets the purpose of functioning of a web page or other form of representation on the Internet	Current survey
	Theme 8. Thematic social platforms, messengers and the blogosphere	Ability to moderate and manage corporate and individual accounts in leading social networks and information platforms.	Calculations, credit module testing and surveys
6/2	Topic 9. Network reputation management.	Know the basic principles of PR and SERP	Current survey
	Topic 10. Contextual advertising	Ability to create and adjust contextual search campaigns in Google Ads	Current survey
	Topic 11. Banner advertising	Ability to create and adjust display search campaigns in Google Ads	Standardized tests
4/2	Topic 12. Direct marketing on the Internet. Services of e-mail distribution	Ability to create automated mass email mailings and segment a contact database	Group tasks
	Topic 13. Digital marketing strategies	The ability to collect and analyze the data necessary to solve the research tasks in the field of digital marketing	Standardized tests
4/2	Topic 14. Mobile digital marketing	Ability to set up SMS campaigns and optimize contextual media ads for mobile formats; the ability to check the responsiveness of web pages	Student presentations, Current survey
	Topic 15. Analysis of the effectiveness of digital marketing	Ability to evaluate the effectiveness and efficiency of digital marketing campaigns and tools;	Current survey, practical task

## References

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2. Українська асоціація маркетингу. URL: <http://www.uam.in.ua>
3. Макарова М. В. Електронна комерція: посіб. для студ. ВНЗ . К.: Видавничий центр "Академія", 2020. 272 с.
4. Плескач В. Л., Затонацька Т. Г. Електронна комерція: підручник. К.: Знання, 2017. 535 с.
5. Закон України ВР № 851-IV «Про електронні документи та електронний документообіг». Урядовий кур'єр. 2003. № 119.
6. Закон України ВР № 852-IV «Про електронний цифровий підпис». Урядовий кур'єр. 2003.- № 119.
7. Виноградова О. В. Сучасні види маркетингу : навч. посіб. Київ: ДУТ, 2019. 265 с.
8. Котлер Ф. Маркетинг 4.0. Від традиційного до цифрового. Київ: КМ-Букс, 2018. 208с.
9. Воронюк А., Полищук А. Актуальний Інтернет-маркетинг. Київ: Агенство «Іріо», 2018. 160 с.
10. Іванов М.М. Розвиток маркетингових систем у сучасній цифровій економіці. Цифрова економіка: зб. мат. Національної наук.-метод. конф., 4–5 жовтня 2018 р. Київ, Київ, 2018. С. 141-143.
11. Іванов М.М. Модель системи цифрового маркетингу з використанням хмарних технологій. Моделювання та інформаційні системи в економіці. Київ: КНЕУ 2018. № 96. С. 24-36.
12. Ivanov M. M., Terentieva N. V. Methodology of building marketing systems. Bulletin of Zaporizhzhia National University. Economic Sciences. No. 2 (46), 2020. P. 116-121.
13. Ivanov M.M. Analysis and classification of the Marketing 4.0 system. Bulletin of Zaporizhzhia National University. Economic sciences. 2021. 1 (49), P.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. P. 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. P. 475-484 (Scopus) Інформаційні ресурси:
16. Іванов М.М. Цифровий маркетинг. URL: <https://moodle.znu.edu.ua/course/view.php?id=7805>

## Evaluation policy

- Policy on deadlines and rescheduling: Rescheduling of modules takes place with the permission of the dean's office if there are good reasons (for example, sick leave).
- Academic Integrity Policy: Copying during tests and exams is prohibited (including using mobile devices).
- Attendance Policy: Attendance is a mandatory component of assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

## Evaluation

The final grade for the course is determined according to:

Credit module 1	Credit module 2	Credit module 3	Together
30%	40%	30%	100%
Survey during classes (1-8 topics) – 5 points per topic – max. 40 points Modular control work	Surveys during classes (9-15 topics) 5 points per topic - max. 35 points Modular control work	Preparation and protection of CPIA - max. 80 points Participation in	

(topics 1-8) - max. 60 points	(topics 9-15) - max. 65 points	trainings - max. 20 points.	
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**Student evaluation scale:**

University scale	National scale	ECTS
90-100	excellent	A (excellent)
85-89	good	B (very good)
75-84		C (good)
65-74	satisfactory	D (satisfactory)
60-64		E (sufficient)
35-59	unsatisfactory	FX (fail with a possibility of credit repass)
1-34		F (fail with obligatory course repass)