COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Entrepreneurship marketing **(Marketing 4.0 (5 cr.), Marketing 5.0 (3 cr.), Marketing (2 cr.)).**	

Lecturer(s)	Subdivision(s)
Coordinator: Prof. Dr. Mangirdas Morkūnas **Other:** Eglė Radvilė, Vilija Malinauskaitė	Business School, Saulėtekio al. 22, Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to face (on-line)	Autumn	English

Requirements for students	
Prerequisites:	**Additional requirements (if any):**

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
10	260	100	160

Purpose of the course unit (module): programme competences to be developed
The aim of the module is to develop students' skills and competences in the field of marketing, including the use of digital marketing technologies, the development and evaluation of effective marketing campaigns, and the conduct and analysis of consumer behavior research.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will acquire advanced skills in the use of digital marketing technologies.	Lectures, seminars.	Interim settlements.
Will be able to create and evaluate effective digital marketing campaigns.	Seminars, meetings with guests.	Interim settlements. Basic exam.
Will be able to conduct practical research on consumer behavior and analyze their results.	Lectures. Individual consultations on the project.	A group project that involves the development and evaluation of digital marketing campaigns. Joint presentation.

| Content: breakdown of the topics | Contact hours | | | | | | | Self-study work: time and assignments | |
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/wor	Contact hours	Self-study hours	Assignments
1. **Marketing (2 cr.)**	14	1	6				**21**	**31**	
1.1. Fundamentals of entrepreneurship marketing (distribution of traditional and digital channels; omni-channel marketing; digital transformation in marketing; marketing planning)	4		2				6	10	Lecture materials and additional literary studies.
1.2. Content marketing (forms of interactive content)	2		2				4	6	Lecture materials and additional literary studies.
1.3. Marketing planning (consumer segmentation; consumer experience optimization)	6	1	2				8	12	Develop a user segmentation strategy based on the data collected.
1.4. The significance of personalization in marketing	2		1				3	3	Lecture materials and additional literary studies.
2. **Marketing 4.0 (5 cr.)**	32	2	16				50	80	
2.1. Traditional and digital marketing trends	2		2				4	3	Examine the main trends discussed and discuss in the group which trends are likely to persist and intensify. Lecture materials and additional literary studies.
2.2. Social media marketing (Facebook, Instagram, LinkedIn, Tiktok), paid advertising, organic reach, influencer marketing	8	2	4				16	25	A group project is to develop a brand campaign on social media. Choose the available social networks for the campaign.
2.3. Other digital marketing channels (Youtube, Google, email marketing)	4		2				8	15	A group project is to develop a brand campaign on social media. Choose the available social networks for the campaign.
2.4 Consumer research: neuromarketing	6		2				10	17	The practical use of the eye gaze tracking tool for soc. network

Topic									Description
									advertisements collected by students.
2.5. Mistakes in traditional and digital marketing	4		2				5	8	Lecture with the guest, discussing the main mistakes from the practical side. Lecture materials and additional literary studies.
2.6. Mobile marketing + gamification + Virtual and augmented reality (VR/AR) in marketing	4		2				5	8	Find and explore examples of gamification in marketing. Lecture materials and additional literary studies.
2.7. Consumer loyalty: programs and tools to promote consumer retention	4		2				2	4	Find and explore examples of consumer loyalty prpgrams in marketing. Integrate the application of loyalty in your project. Lecture materials and additional literary studies.
3. Marketing 5.0 (3 cr.)	18	1	10				29	49	
3.1. Advanced marketing technologies (Artificial Intelligence (AI) in marketing): application of AI in personalization, AI chatbots and virtual assistants, AI in data analysis	4		2				5	8	Integrate the application of technology in marketing in your project. Lecture materials and additional literary studies.
3.2. Advanced marketing technologies (Blockchain technology): Advantages of Blockchain in marketing, Loyalty programs and blockchain, Smart Contracts in marketing	4	1	2				5	8	Integrate the application of technology in marketing in your project. Lecture materials and additional literary studies.
3.3. Advanced marketing technologies (Internet of Things (IoT) in marketing): IoT devices and consumer data, Proactive marketing using IoT, Integration of connected devices in marketing	4		2				5	8	Integrate the application of technology in marketing in your project. Lecture materials and additional literary studies.
3.4. Sensory marketing; sustainable and ethical marketing	4		2				10	20	Develop an idea for a sensory marketing

								campaign that uses the senses (audio, video, smell, etc.).
3.5. Marketing of the future (holistic marketing)	2		2			4	5	
Total	64	4	32			100	160	

Assessment strategy	Weight, %	Deadline	Assessment criteria		
Settlements of practical tasks	15	As the module progresses	**Performance of practical tasks.** Develop a user segmentation strategy based on the data collected)		
Settlements of practical tasks	15	As the module progresses	**Performance of practical tasks.** Develop an idea for a sensory marketing campaign that uses the senses (audio, video, smell, etc.).		
Preparation and presentation of a group project	40	In the course of the module (through marketing 4.0)	**Group project.** The ability of students to create a digital marketing campaign with the inclusion of innovative solutions and technologies is appreciated.		
Final exam	30	End of module	The purpose of the exam is to assess students' understanding of theoretical knowledge and their ability to apply it to solve practical marketing problems.		

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	2021	Marketing 5.0: Technology for Humanity		John Wiley & Sons, Singapore
David Meerman Scott	2020	The New Rules of Marketing and PR	7th Edition	Pearson, Boston, MA
Optional reading				
Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	2023	Marketing 6.0: The Future Is Immersive		Willey
Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	2021	Marketing 5.0: Technology for Humanity		Willey
Robert W. Bly	2020	The Content Marketing Handbook		Entrepreneur Press, Irvine, CA
Ryan Deiss, Russ Henneberry	2020	Digital Marketing for Dummies		Wiley, Hoboken, NJ
Seth Godin	2018	This Is Marketing: You Can't Be Seen Until You Learn to See		Portfolio, New York, NY