



## COURSE UNIT DESCRIPTION

Course unit title	Code
<b>Digital marketing</b>	

Annotation
The course is focused on theoretical and practical digital marketing knowledge and skills. This module will introduce digital marketing tools, introduce Google Ads as one of the main digital marketing tools, and present the possibilities of advertising on different social networks.

Lecturer(s)	Department, Faculty
<b>Coordinating:</b> Gintarė Gulevičiūtė	Faculty of Communication
<b>Other(s):</b>	

Study cycle	Type of the course unit
First	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Auditorium	Autumn semester	English

Requisites	
<b>Prerequisites:</b> none.	<b>Co-requisites (if relevant):</b> none.

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	36	94

Purpose of the course unit: programme competences to be developed
To introduce students to the latest trends in digital marketing practice, to develop the ability to analyse practical and theoretical digital marketing information and to make appropriate decisions based on it. The aim is to provide digital marketing knowledge and skills, enable students to independently plan and develop digital marketing strategies, properly plan and justify the chosen online communication methods, material resources, media channels, or carry out other marketing activities in the online space, taking into account the situation of a particular business, its opportunities and various contexts.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
<b>KNOWLEDGE AND UNDERSTANDING</b> Learn and understand the general principles and implementation tools of digital marketing, as well as the key similarities and differences with traditional marketing tools; To view digital marketing as an integral part of e-business and traditional business, which is consistent with the general principles and characteristics of marketing and is enabled by ICT tools; Understand the context of how e-business works and is managed, and its impact on an organisation's digital marketing activities.	Lectures, case studies and scientific literature	Examination task

<p><b>APPLYING KNOWLEDGE AND UNDERSTANDING</b> Be able to analyse and evaluate the current situation of online business activities, competition, opportunities, exploitable and untapped tools, and to study and assess market conditions and business prospects; Be able to plan, develop and execute digital marketing activities in the online space, taking into account the business objectives, opportunities, economic, social and other contexts in which they operate and are managed in a given country.</p>	<p>Lectures, group exercises based on real and imaginary examples of a company or business, discussions, justification of the chosen strategies, information search, research, etc.</p>	<p>Group task</p>
<p><b>DECISION-MAKING</b> Know the main characteristics of the different digital marketing and market research activities, the possible implementation challenges and their inherent objectives, and be able to overcome the operational challenges of digital marketing and market research, etc.</p>	<p>Lectures, discussions, case studies</p>	<p>Individual tasks, group task</p>
<p><b>SOCIAL, PERSONAL AND LEARNING SKILLS</b> Ability to collect, evaluate and organise the information required, and plan time; Be able to develop a range of digital marketing strategies in relevant business contexts</p>	<p>Lectures, preparation and description of a group exercise, discussion.</p>	<p>Individual tasks, group task</p>

<p><b>Course content: breakdown of the topics</b></p>	<p><b>Contact hours</b></p>							<p><b>Individual work: time and assignments</b></p>	
	<p>Lectures</p>	<p>Tutorials</p>	<p>Seminars</p>	<p>Workshops</p>	<p>Laboratory work</p>	<p>Internship/work</p>	<p>Contact work</p>	<p>Individual work</p>	<p>Assignments</p>
<p>1. The concept and tools of digital marketing.</p>	<p>2</p>		<p>2</p>				<p>4</p>	<p>12</p>	<p>Lectures, online supplementary material, studying scientific literature: Allison, K., 2023. Strategic Digital Marketing: Modernizing 21st Century Business: 2-12 pages.</p>
<p>2. Search engine marketing and optimisation (differences between SEM and SEO).</p>	<p>2</p>		<p>2</p>				<p>4</p>	<p>12</p>	<p>Lectures, online supplementary material, studying scientific literature: Allison, K., 2023. Strategic Digital Marketing: Modernizing 21st Century Business: 87-113 pages.</p>
<p>3. Search and display advertising design and pricing.</p>	<p>2</p>		<p>2</p>				<p>4</p>	<p>12</p>	<p>Lectures and supplementary material online, studying scientific literature: Kingsnorth, S. 2022. Digital Marketing Strategy: An Integrated Approach to Online</p>

									Marketing: 161-180 pages.	
4. Remarketing.	2		2					<b>4</b>	<b>12</b>	Discussions and case studies, studying scientific literature: Laudon, K., Traver, C. 2023. E-commerce 2021–2022: business. technology. Society: 359-378 pages.
5. Consumer behaviour in digital space	2		2					<b>4</b>	<b>12</b>	Discussions, case studies, group exercise, scientific literature: Allison, K., 2023. Strategic Digital Marketing: Modernizing 21st Century Business: 12-36 pages.
6. Google Ads certification exams: options and choices	2		2					<b>4</b>	<b>12</b>	Lectures and supplementary material online.
7. Key Performance Indicators (KPIs) for digital marketing	2		2					<b>4</b>	<b>10</b>	Discussions and case studies, scientific literature: Allison, K., 2023. Strategic Digital Marketing: Modernizing 21st Century Business: 158-190 pages.
8. Planning and executing digital marketing campaigns	2		2					<b>4</b>	<b>12</b>	Preparing, describing and reporting on a group assignment in the classroom, scientific literature: Allison, K., 2023. Strategic Digital Marketing: Modernizing 21st Century Business: 190-210 pages.
Consultations and feedback: evaluation and discussion of lectures, assignments.		4						<b>4</b>		
<b>Total</b>	<b>16</b>	<b>4</b>	<b>16</b>					<b>36</b>	<b>94</b>	

Assessment strategy	Weight in %.	Deadline	Assessment criteria
Individual tasks	30		Active participation in all lectures, completion of all individual assignments excellent demonstration of knowledge and understanding of the subject: <b>10 (3 points) (excellent)</b> ; Attendance at part of the lectures, completion of a high proportion of individual assignments, good demonstration of knowledge: <b>9 (2,7 points) (very good)</b> ; Attendance at part of the lectures, demonstration of a moderate level of knowledge, completion of part of the individual assignments: <b>8 (2,4 points) (good)</b> ; Attendance at part of the lectures, minimal demonstration of knowledge and understanding, completion of part of the individual assignments: <b>7 (2,1 points) (average)</b> ; Attendance at a few lectures, demonstration of a low level of knowledge and understanding, completion of a low proportion of individual assignments: <b>6 (1,8 point) (satisfactory)</b> ;

			Attendance at at least one lecture, aim to demonstrate minimal knowledge and understanding, low completion of individual assignments: <b>5 (1,5 points) (weak)</b> ; Absence from lectures: <b>1-4 (0 points) (unsatisfactory)</b> .
Group task	10	At the end of the module	The following aspects are evaluated: 10 - 6 (1- 0,6 points): a lot of sources of information used, appropriate calculations, full analysis of the external environment, validity of the choice of digital marketing tools; 5 – 1 (0,5-0,1 points): a few sources of information used, appropriate calculations, partial analysis of the external environment, partial validity of the choice of digital marketing tools; 0 points: none of the sources of information used, not appropriate calculations, no analysis of the external environment, no validity of the choice of digital marketing tools.
Midterm	10	In the middle of semester	The following aspects are evaluated: appropriate answers to open-ended questions, case studies based on the information provided during the lectures. The task will be focused on 5 questions/tasks, students will have to analyze given case studies and evaluate digital marketing tools, create Google Ads campaigns (Search, Display or remarketing).
Examination task	50	At the end of the semester	The test consists of 20 open- and closed-ended questions, with each correct answer worth one point. It is scored as follows: 10 (5 points): Excellent, exceptional knowledge and skills, 19-20 correct answers. 9 (4,5 points): Strong, good knowledge and skills, 17-18 correct answers. 8 (4 points): Above average knowledge and skills, 15-16 correct answers. 7 (3,5 points): Average knowledge and skills, some minor errors, 13-14 correct answers. 6 (3 points): Below average knowledge and skills, some errors, 11-12 correct answers. 5 (2,5 points): Knowledge and ability (skills) meet the minimum requirements, 9-10 correct answers. 4 (2 points): Does not meet the minimum requirements, with (substantial) errors, 7-8 correct answers. 3 (1.5 points): The minimum requirements are not met, 5-6 correct answers. 2 (1 point): Minimum requirements not met, 3-4 correct answers. 1 (0,5) point: Minimum requirements not met, 1-2 correct answers. 0 points: Minimum requirements not met, no correct answers

Author	Publis hing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
<b>Required reading</b>				
Allison, K.	2023	Strategic Digital Marketing: Modernizing 21st Century Business: 2-36, 87-113, 158-210 pages.	1st edition	Sentia Publishing
Kingsnorth, S.	2022	Digital Marketing Strategy: An Integrated Approach to Online Marketing: 161-180 pages.	3rd Edition	Kogan Page

Laudon, K., Traver, C.	2023	E-commerce 2021–2022: business. technology. Society: 359-378 pages.	Global Edition	Pearson publishing
<b>Recommended reading</b>				
R. Holiday	2018	Digital marketing. State-of- the-art advertising and sales strategies	1st edition	Publisher.
Kaufman, Ira Morton,	2015	Digital marketing: integrating strategy and tactics with values: guidebook	1st edition	Routledge : Taylor & Francis Group