**COURSE UNIT (MODULE) DESCRIPTION**

| Course unit (module) title | Code |
|---|---|
| **Digital marketing** | |

| Lecturer(s) | Department(s) where the course unit (module) is delivered |
|---|---|
| **Coordinator: assist. Ignas Zimaitis** | Faculty of Economics and Business Administration<br>Sauletekio ave. 9, II building, LT 10222 Vilnius |

| Study cycle | Type of the course unit (module) |
|---|---|
| Second | Compulsory |

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

| Requirements for students |
|---|
| Prerequisites: marketing fundamentals, management, global marketing |

| Course (module) volume in credits | Total student's workload | Contact hours | Self-study hours |
|---|---|---|---|
| 5 | 130 | 48 | 82 |

| Purpose of the course unit (module): programme competences to be developed |
|---|
| The aim of this course is to develop: the ability to apply the principles of segmentation of global markets and to justify their appropriateness; the ability to analyse and systematize the factors and processes influencing consumer behaviour; the ability to systematize the functions of marketing communication tools and to coordinate the tools in line with the objectives of global marketing; and the ability to coordinate and evaluate the appropriateness of marketing efforts in global markets. |

| Learning outcomes of the course unit (module) | Teaching and learning methods | Assessment methods |
|---|---|---|
| Student will know of the fundamental principles of global market segmentation and the ability to justify its appropriateness | Traditional lecture, problem-based learning, individual and group projects, case studies | Test, presentations of group projects, exam |
| Student will e able to analyse and structure the factors influencing consumer behaviour and know how to | | |
| Student will understand the essential functions of marketing communication tools and be able to combine them | | |
| Student will be able to coordinate marketing activities and know how to assess their appropriateness in global markets | | |

| Content: breakdown of the topics | Contact hours | | | | | | | | Self-study work: time and assignments | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Lectures | Tutorials | Seminars | Exercises | Laboratory work | Internship/work placement | E-learning | Contact hours | Self-study hours | Assignments |
| **Introduction to digital marketing.** Introduction to the concept of digital marketing, the importance of digital marketing for business and society | 4 | | 2 | | | | **6** | **14** | 4 | Literature readings |
| **Digital business models and strategies** Digital business advantages and opportunities, development and management of digital products and services, use and management of digital trading platforms | 4 | | 2 | | | | **8** | **10** | 4 | Literature readings, the preparation for first group project |
| **Consumer behaviour in digital environment** Consumer behaviour research and behavioural models in the digital space, consumer attitudes towards and choice of digital products and services, consumer behaviour in the digital space | 6 | | 2 | | | | **8** | **14** | 6 | Literature readings, the presentation of first group project |
| **Methodology for acquiring consumers** Principles of SEO, SEM, display advertising, content marketing, social media, referral marketing | 8 | | 4 | | | | **12** | **22** | 8 | Literature readings, the preparation for secomnd group project |
| **Developing and improving e-platforms** The e-platform development process, digital tools and methods to systematically improve the e-platforms under development | 6 | | 4 | | | | **8** | **12** | 6 | Literature readings, the presentation of second group project |
| **Consumer retention** Factors influencing consumer repeat purchase, the concept of consumer loyalty, techniques to encourage consumer retention | 4 | | 2 | | | | **6** | **10** | 4 | Literature readings, the preparation for final exam |
| **Total** | 32 | | 16 | | | | | 48 | 82 | |

| Assessment strategy | Weight, % | Deadline | Assessment criteria |
| --- | --- | --- | --- |
| Test | 20 | April | 20 closed questions, each worth 1 point. The test questions cover the 1-3 topics of the course. Students are not allowed to use any other materials during the test. |
| Group project I | 20 | During the seminars | Students form a group of 3-5 members and develop an e-marketing strategy for an innovative product (8-10 page report) and present it in a workshop, according to the timetable provided. The marketing strategy should include the following parts: situation analysis, marketing communication strategy and budget<br><br>10 (excellent) - Excellent, exceptional knowledge and skills<br>9 (very good) - Strong, good knowledge and skills<br>8 (good) - Above average knowledge and skills<br>7 (average) - Average knowledge and skills, some minor errors<br>6 (satisfactory) - Below average knowledge and ability/skills, some errors<br>5 (weak) - Knowledge and ability/skills meet minimum |

| | | | requirements<br>4, 3, 2, 1 (unsatisfactory) - Does not meet minimum requirement<br><br>The assignment is evaluated in a group level – students are not assessed individually |
|---|---|---|---|
| Group project II | 20 | During the seminars | Students in groups of 3-5 aim to attract as many followers as possible to the Instagram platform they have created throughout the semester and present their results at the end of the semester<br><br>The group with the most followers receives the highest grade, the rest of the groups are graded proportionally. Groups with <200 followers are awarded zero points.<br><br>The assignment is evaluated in a group level – students are not assessed individually |
| Test | 40 | During the exam session | 5 open-ended questions from all the course content (worth 8 points each). Depending on the fulfilment of the answer, it can be valued in a range of 0 to 8.<br><br>The final grade is calculated by combining the assignments from the test, the group projects and the exam.<br><br>95-100 points: excellent, 10.<br>85-94 points: very good, 9.<br>75-84 points: good, 8.<br>65-74 points: average, 7.<br>55-64 points: satisfactory, 6.<br>46-54 points: weak, 5.<br>Less than 46 points: unsatisfactory, minimum requirements not met, 4, 3, 2, 1. |
| The external exam is not available | | | |

| Author | Year of publication | Title | Issue of a periodical or volume of a publication | Publishing place and house or web link |
|---|---|---|---|---|
| **Compulsory reading** | | | | |
| Ira Kaufman<br>Chris Horton | 2014 | Digital Marketing: Integrating Strategy and Tactics with Values | | Routledge |
| Dave Chaffey<br>Fiona Ellis-Chadwic | 2019 | Digital Marketing: Strategy, Implementation and Practice | 7 edition | Pearson |
| | | | | |
| **Supplementary reading** | | | | |
| Chuck Hemann, Ken Burbary | 2013 | Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World | | Que Publishing |
| Alan Charlesworth | 2014 | Digital Marketing: A Practical Approach | | Routledge |