



Digital marketing

Version	2022/1
Effective from (date of when the course was developed)	03.03.2022

ECTS Credits	4
Level/Year	Bachelor (after 2nd semester)
Teaching (contact) hours	40
Total learner managed hours (incl. self-work)	104
Total hours of student learning	144

Pre-requisites	<p>Knowledge corresponding to the first two years of a Bachelor's degree program in marketing, management and economics. Good command of English. All classes and extracurricular activities are conducted in English. Knowledge of the Russian language is not required.</p> <p>Candidates admitted to the course should have current experience in the use of computers, e-mail, and windows-based interfaces. Candidates will also be expected to have access to a computer connected to the Internet either at work or home.</p>
Co-requisites	None
Alignment to graduate profiles	<p>This course contributes to achievement of the graduate outcomes of the following qualifications:</p> <ul style="list-style-type: none"> • Bachelor in Marketing / Management / Economics • Master of Science in Marketing / Management / Economics
Course aim	<p>The formation of students' knowledge about the types of marketing in the Internet environment, the features of their implementation and the development of skills for solving practical problems encountered in the implementation of digital marketing.</p> <p>To develop the students' professional and interpersonal skills, as expected by the leading marketing professional bodies.</p> <p>To provide students with critical and evaluative perspectives of marketing theory and practice and develop their capacity for independent and self-reflective learning.</p>
Indicative Course content	<p>Introduction to marketing. Contemporary themes and principles of marketing. The concept and essence of segmentation, targeting, positioning. Use of CRM-systems in marketing. Lead management. Marketplace as a sales tool. Digital cabinet management. Social media content management. Evaluation of the effectiveness of communications in social network. Research in management: basic concepts and problems. Non-standard methods of marketing research. Quantitative analysis of social media. Automatic data analysis in social media. Performance based marketing. Evaluating the effectiveness of marketing costs. Fundamentals of Unit Economics.</p>

LEARNING OUTCOMES

On successful completion of this course students will be able to:	
1	Define and form target audiences in marketing
2	Perform settings in CRM systems
3	Develop sales messages. Set up lead nurturing systems.
4	Organize work with clients through the marketplace.
5	Set up digital social media accounts. Monitor social media marketing performance metrics.
6	Apply marketing research methods
7	Perform analytics in Russian social networks
8	Evaluate the economic efficiency of marketing activities



ASSESSMENTS

Basis of assessment	Achievement based assessment		
Methods of assessment	Learning Outcomes	Pass criteria (Minimum)	% Weightings
Summative review	2, 7	50%	20%
Project defense	1, 3, 4, 5, 6, 8	50%	80%

REQUIREMENTS FOR SUCCESSFUL COURSE COMPLETION

Requirements	Mark of 50% or more in every summative assessment
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RESULTS

Assessment results	Results for assessments are given in percentage marks
Course results	<ul style="list-style-type: none"> • Each summative assessment is assigned a percentage weighting. • The overall percentage mark for the course is calculated by adding the weighted results for all summative assessments.

LEARNING AND TEACHING

Learning and teaching approaches	Lectures, seminars, discussions, debate, learner activities. Group work is encouraged
Learning and teaching resources	Textbooks, journals and library resources; use of Internet; computer software.
Learner managed activities	<ul style="list-style-type: none"> • Completion of course work, set assignments • Reading of course materials • Project work in mini-group work • Preparation for classes • Practicing relevant skills/methods/techniques • Self-evaluation of course work <p>Gathering relevant contextual information/ issues/ideas to build knowledge of the subject</p>