COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Digital Marketing	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Ignas Zimaitis **Other(s):**	Business School, Saulėtekio al. 22, Vilnius

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

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

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

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 is to provide digital marketing knowledge and skills which would help students to plan and build the digital marketing strategies and specific actions taking Internet space to various real-life contexts. To provide students with the latest trends in digital marketing practice, to form the ability to analyze the theoretical and practical digital marketing information and on this basis to make the appropriate decisions.		
Learning outcomes of the course unit (module)	**Teaching and learning methods**	**Assessment methods**
The aim of the course unit is that the student could understand the digital marketing as an integral part of the business. To reveal the digital marketing principles, features and methods by using information and communication technology tools.	Lectures, case studies, group discussion	Mid-term test and final exam
Student could be able to plan, develop and execute digital marketing actions in the Internet space, having regard to the business operation and management of a particular country in economic, social, legal and cultural context.	Lectures, group discussion, case studies, individual research	Group project – development of the e-marketing strategy
Student could be able to implement the theoretical knowledge obtained over the period of course, executing the social media strategy	Lectures, case studies, individual research	Group project (social media)

Content: breakdown of the topics	Contact hours	Self-study work: time and assignments

	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
1. Introduction to the digital marketing	2		2				**4**	**10**	Studies of lecture and additional study material
2. E-business models and strategic digital marketing solutions	4		2				**6**	**10**	Studies of lecture and additional study material
3. Digital marketing tools and their specifications	4		2				**6**	**10**	Presentation of idea of group project, lecture
4. Strategic planning of digital marketing and market research	4		2				**6**	**10**	Discussions and case studies
5. Customer behavior and segmentation in the digital space	4		2				**6**	**10**	Discussions and case studies
6. Customer acquisition, conversion and retention.	6		2				**8**	**10**	Studies of lecture and additional study material
7. Digital marketing KPI's	4		2				**6**	**10**	Discussions and case studies
8. Digital marketing plan execution	4		2				**6**	**12**	Studies of lectures, group work presentations
Total	**32**		**16**				**48**	**82**	

Assessment strategy	Weight,%	Deadline	Assessment criteria
The participation in the class	10	During the lectures and seminars	Assessment criteria for the participation in the class: 10 (excellent) – >90% class attendance. Excellent performance, outstanding knowledge and skill, 9 (very good) – 80-90% class attendance. Strong performance, good knowledge and skills 8 (good) – 70-79% class attendance. Above the average performance, knowledge and skills 7 (highly satisfactory) – 60-69% class attendance. Average performance, knowledge and skills with unessential shortcomings 6 (satisfactory) – 50-59% class attendance. Below average performance, knowledge and skills with substantial shortcomings 5 (sufficient) – 40-49% class attendance. Knowledge and skills meet minimum criteria 4, 3, 2, 1 (insufficient) – <40% class attendance. Knowledge and skills do not meet minimum criteria
Mid-term test	20	The middle of the semester	10 close-ended questions test (each question values 2 points)
Group project – e-marketing strategy	20	End of the semester	Validity of individual project introduction and overview of scientific sources, scope of content, compliance of group project topic with study program, processing requirements (report + presentation)

			Assessment criteria for the exam test:
			10 (excellent) – excellent performance, outstanding knowledge and skill
			9 (very good) – Strong performance, good knowledge and skills
			8 (good) – Above the average performance, knowledge and skills
			7 (highly satisfactory) – Average performance, knowledge and skills with unessential shortcomings
			6 (satisfactory) – Below average performance, knowledge and skills with substantial shortcomings
			5 (sufficient) – Knowledge and skills meet minimum criteria
			4, 3, 2, 1 (insufficient) – Knowledge and skills do not meet minimum criteria
Group project – social media experiment	20	During the seminars	The assessment criteria for the social media group project is the social media's engagement measure, accumulated over the period of the course.
			10 (excellent) – the winner group
			9 (very good) – 2nd group
			8 (good) – 3rd group
			7 (highly satisfactory) – 4th group
			6 (satisfactory) – 5th group
			5 (sufficient) – 6th group and below
			4, 3, 2, 1 (insufficient) – did not participate in the group project
Exam test	30	End of the semester	Assessment criteria for the exam test:
			10 (excellent) – excellent performance, outstanding knowledge and skill
			9 (very good) – Strong performance, good knowledge and skills
			8 (good) – Above the average performance, knowledge and skills
			7 (highly satisfactory) – Average performance, knowledge and skills with unessential shortcomings
			6 (satisfactory) – Below average performance, knowledge and skills with substantial shortcomings
			5 (sufficient) – Knowledge and skills meet minimum criteria
			4, 3, 2, 1 (insufficient) – Knowledge and skills do not meet minimum criteria
			The final accumulative grade consists of points received for participation in the class, group projects, mid-term test and final exam:
			92–100 points - 10.
			83–91 points - 9.
			74–82 points - 8.
			65–73 points - 7.
			55–64 points - 6.
			45–54 points - 5.
			Less than 45 points - unsatisfactory, not meeting minimum requirements of the course (4, 3, 2, 1)

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				

Kaufman, Ira Morton,	2015	Digital marketing: integrating strategy and tactics with values: guidebook			Routledge : Taylor & Francis Group
Charlesworth, Alan,	2015	An introduction to social media marketing			Routledge : Taylor & Francis Group
Optional reading					
D.Ruan, C.Jones.	2012	Understanding Digital Marketing: Marketing Strategies For Engaging The Digital Generation:			Kogan Page
G.Parkin	2009	Digital Marketing: Strategies for Online Success			New Holland Publishers