



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Digital marketing strategies and planning	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Lect. Mikael Forsström Other(s):	Business School, Saulėtekio al. 22, Vilnius

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

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Virtual	Spring	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	32	98

Purpose of the course unit (module): programme competences to be developed		
<p>The course aims to introduce the student to marketing strategies and planning with a focus to apply the skills and techniques they learn along the way. Students work with different digital marketing frameworks to create effective digital marketing plans. Marketing technology platforms are introduced to automate, and streamline marketing processes, collect, and analyze data. A data-driven approach is used to ensure growth and improve outcomes of digital marketing campaigns. After the completion of the course, the student knows what it takes to take to attract, engage and delight different target audiences online.</p>		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will gain an understanding of the importance of a digital marketing strategy.	Lectures introduce key theories and frameworks, followed by workshops that prioritize team collaboration. These workshops enable participants to develop, execute, and implement an effective digital marketing strategy and plan, emphasizing creativity, critical thinking, and hands-on application.	Project report and presentation. Online exam.
Will gain a knowledge in fundamental concepts of digital marketing strategies and planning.		
Will gain skills to use digital marketing frameworks to ensure digital growth.		
Will gain skills to identify, develop and implement content for different channels and specific target audiences.		
Will gain a solution-oriented approach to reach target audiences online.		
Will gain an understanding of the importance of a data-driven mindset.		

Will have an open and creative mindset to working with the latest concepts of digital marketing.		
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Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	Contact hours	Self-study hours	Assignments
1. Introduction to Digital Marketing strategy and frameworks	1		1	1			3	10	The culmination of all the topics covered is the final project, which involves crafting a digital marketing strategy and plan specifically tailored for company X.
2. Situation analysis and objectives	1		1	1			3	10	
3. User personas and customer journey mapping	1		1	1			3	10	
4. Digital marketing channels and tactics	1		1	1			3	12	
5. Inbound and outbound marketing	1		1	1			3	10	
6. Content planning and integration	1		1	1			3	10	
7. Campaign development and implementation	1		1	1			3	14	
8. Digital Marketing KPIs and Performance Measurement	1		1	1			3	10	
9. Presentation of digital marketing strategy and plan			6				6	12	
9. Online consultation		2					2		
Total	8	2	14	8			32	98	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Group project: Digital marketing strategy and plan	50%		In groups, students develop a digital marketing strategy and plan for a company using relevant frameworks, marketing technology platforms, and practical campaign examples. The project is assessed on clarity and structure, application of frameworks, creativity and innovation, and practical implementation.
Presentation of Digital Marketing Strategy and Plan	20%		Groups present their strategy and plan, evaluated on clear communication, effective use of visual aids, innovation, and overall delivery. Peer assessment is used.
Online exam	30%		A set of closed questions for the exam. The final grade is a weighted combination of the group project (50%), presentation (20%), and the online exam (30%).

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsary reading				
Kingsnorth Simon	2022	Digital Marketing Strategy An Integrated Approach to Online Marketing		

Dave Chaffey and Fiona Ellis-Chadwick.	2022	Digital Marketing: Strategy, Implementation and Practice		
Optional reading				