

## COURSE UNIT DESCRIPTION

Course unit title	Course unit code
<b>TRANSFORMATION OF MARKETING FUNDAMENTALS IN ELECTRONIC MEDIA</b>	

Lecturer (s)	Department where course unit is delivered
Lect. Pract. Indrė Zabulytė	Kaunas Faculty Institute of Social Sciences and Applied Informatics

Cycle	Type of the course unit
First	Compulsory

Mode of delivery	Semester or period when the course unit is delivered	Language of instruction
Blended	1 semester	English

Prerequisites and corequisites	
<b>Prerequisites:</b> -	<b>Corequisites:</b> -

Number of ECTS credits allocated	Student's workload	Contact work hours	Individual work hours
5	130	48	82

Purpose of the course unit: program competencies to be developed		
This course introduces students to the discipline of marketing, its fundamental concepts and theories, and their practical applications in business. It develops students' ability to identify marketing tasks and address them by applying market research and marketing management principles and methods, as well as by employing solutions based on information and communication technologies (ICT). Furthermore, the course fosters an understanding of the transformation of marketing in the digital environment.		
Learning outcomes of a course unit	Teaching and learning methods	Assessment methods
<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>- understand classical and contemporary marketing theories and concepts, the components of digital marketing, and the factors influencing consumer behavior; recognize marketing transformations in the digital environment;</li> <li>- conduct marketing research, identify and systematize information necessary for marketing decision-making, and apply it in marketing processes;</li> <li>- plan, organize, coordinate, and improve the activities of organizations in various fields, drawing on marketing theories and methods;</li> <li>- develop and implement digital marketing strategies.</li> </ul>	Lectures, practical tasks, seminars, discussions, case studies, independent work.	Implementation of practical tasks in the mid-term examinations, assessment of the group paper and its presentation, exam.

Course content: breakdown of the topics	Contact work hours							Individual work hours and tasks	
	Lectures	Consultations	Seminars	Practise classes	Laboratory	Practice	All contact work	Individual work	Tasks
<b>Marketing and its environment:</b> Introduction. The nature, scope, and components of marketing; the purpose of marketing. Classical marketing. Transformations of marketing in the digital environment. Contemporary e-marketing models and priorities.	2		2				4	4	Searching for information, analysing literature sources.
<b>Marketing and its environment:</b> Micro and macro environments. Marketing environment analysis. The concept of marketing information. Marketing research. Marketing information systems.	3		1				4	8	Literature review and practical case studies.
<b>Marketing mix: Product.</b> The concept and content of a product. Product-related decisions. New product development. Stages of the product life cycle and corresponding strategies.	4			2			6	8	Practical task: creating a new product for the organization. Developing a group paper (creative task).
<b>Marketing mix: Price.</b> The concept of pricing, methods and strategies. Distribution: types and channels. Product monetization.	4			2			6	8	Developing a group paper (creative task).
<b>Midterm assessment</b>		1					1	10	
<b>Marketing mix: Promotion.</b> Structure of the promotion mix and action planning. Types of promotion. Integrated marketing communications. Transformations of marketing communication in the digital environment. Digital marketing tools and their application.	4		2				6	8	Practical task: developing a promotion strategy for the created product, including digital marketing tools. Developing a group paper (creative task).

<b>Marketing mix: People.</b> Markets and their segmentation. The concept of a market. Target market selection. Introduction to consumer behavior (concepts of consumers and audiences, factors influencing consumer behavior, the process of purchasing consumer goods). Consumer behavior in the digital environment.	4		2				6	8	Developing a group paper (creative task).
<b>Marketing mix: Process and physical evidence.</b> Stages of the process. Types of processes. The importance and role of the physical environment in the marketing mix. Transformation of marketing processes and physical evidence in the digital environment.	4		2				6	8	Developing a group paper (creative task).
<b>Strategic marketing planning.</b> Mission, objectives, and strategies. Marketing audit and SWOT analysis. Online marketing performance monitoring tools. The marketing plan. Transformation of strategic marketing in the digital environment. Applications of technologies in strategic marketing planning.	5		3				8	8	Case studies. Exam preparation.
<b>Exam</b>	1						1	10	
<b>Total</b>	<b>30</b>	<b>2</b>		<b>16</b>			<b>48</b>	<b>82</b>	

Assessment strategy	Comparative weight percentage	Date of examination	Assessment criteria
Group paper (GP)	40 %	During semester	<p>The group paper should provide a comprehensive analysis of the chosen organization and its competitors. Based on the collected data, students should propose adequate, creative, and innovative solutions for a new product and its marketing mix. The evaluation scale ranges from 1 to 10 points.</p> <p>Written group paper (up to 5 points):</p> <ul style="list-style-type: none"> <li>- Clear and logical structure with all required parts (table of contents, introduction, theoretical part, analytical part, conclusions, list of references).</li> <li>- Adequacy, depth, and originality of analysis and proposed solutions.</li> <li>- Compliance with academic writing requirements.</li> </ul> <p>Presentation (up to 5 points):</p> <ul style="list-style-type: none"> <li>- Presentation of the topic (up to 15 minutes).</li> <li>- Ability to respond to opponents' questions (5 minutes).</li> <li>- Quality of presentation delivery, clarity of slides, time management.</li> </ul> <ul style="list-style-type: none"> <li>- Failure to submit the group essay on time will result in a deduction of 2 points.</li> <li>- Failure to submit the group essay will result in a mark of 0.</li> </ul>
Midterm assessment (M)	20 %		The midterm assessment consists of open questions and practical exercises. Scale of evaluation from 1 to 10 points.
Exam (E)	40 %		The exam consists of open questions and practical exercises. Scale of evaluation from 1 to 10 points.
Final Grade = $GP \cdot 0,4 + M \cdot 0,2 + E \cdot 0,4$			Exam grade must be $\geq 5$
<p><i>The use of an Artificial Intelligence (AI) generative model must be disclosed, so if an AI generative model has been used in a text, paper, report or other work, this must be clearly stated (with appropriate citations and/or a declaration of the use of an AI generative model). Failure to disclose the use of an AI generative model in an academic work is considered academic dishonesty. In order to ensure that generative AI tools (ChatGPT, etc.) have not been used in the preparation of the essay (i.e. the content of the essay has not been generated by the AI tools), if not disclosed, the lecturer has the right to ask follow-up questions, to use the AI detection tools and, if necessary, to modify or cancel the grade of the assignment.</i></p>			

Author	Year	Title	Number of a periodical publication or publication Volume	The place of publication and publisher or online link
<b>Required reading</b>				
Marjolein, V., Berry, M.	2025	Digital Marketing Fundamentals	ISBN: 1032941324	Routledge
Grayson, R.	2024	Foundations in Digital Marketing		BCcampus
Kotler, P., Armstrong, G. M., Balasubramanian, S.	2024	Principles of Marketing	ISBN 9781292449364	Harlow: Pearson
Pierre-Yann, D.	2021	Digital Marketing Strategy		St. Paul, MN: Concordia University Open Textbooks
<b>Recommended reading</b>				
Ozuem W., Willis M.	2022	Digital Marketing Strategies for Value Co-Creation: Models and Approaches for Online Brand Communities	ISBN: 9783030944438	Cham: Springer International Publishing AG
Ursula, F. A.	2022	Social Media Analytics Strategy: Using Data to Optimize Business Performance	ISBN: 9781484283066	Berkeley, CA: Apress
Charlesworth, A.	2021	Absolute Essentials of Digital Marketing	ISBN: 0367611163	Abingdon: Routledge