COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Introduction to Digital Marketing	

Academic staff	Core academic unit(s)
Coordinating: Diana Mileriene **Other:**	Faculty of Communication, Vilnius University, Saulėtekio ave. 9, Room 515, building III, LT-10222 Vilnius, Lithuania

Study cycle	Type of the course unit
Bachelor	

Mode of delivery	Semester or period when it is delivered	Language of instruction
Blended learning: classroom-based and online	Spring	English

Requisites	
Prerequisites:	**Co-requisites (if relevant):**

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Purpose of the course unit
This course introduces students to the fundamentals of digital marketing strategy, tools, and data-driven decision-making. It builds understanding of how digitalization has transformed marketing functions and customer relationships. Students learn to analyse audiences, competitors, and metrics to design goal-oriented marketing strategies. Through theory, applied analysis, and teamwork, the course develops a strategic digital mindset that integrates creativity, analytics, and ethical thinking. Upon completion of the course, students will demonstrate analytical and critical thinking, along with strategic and creative problem-solving abilities. They will be able to collaborate effectively in teams, communicate and present ideas clearly, and apply digital literacy skills to interpret and evaluate data. In addition, students will develop competencies in reflective analysis, supporting their ability to synthesize theory with practical application in digital marketing contexts.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Explain how digitalization transforms marketing concepts and consumer behaviour.	Lectures, discussions, case studies	Individual seminar work and participation (weekly analytical tasks and reflections)
Apply strategic marketing thinking to analyse customers, competitors, and media channels.	Lectures, group workshops, supervised teamwork	Group workshop analysis and presentation (team-based research and applied analysis)
Use data, metrics, and KPIs to plan and evaluate digital marketing activities.	Practical sessions, debates, reflection tasks	Individual seminar work (analysis and goal-setting exercises)
Integrate digital tools, SEO/CRO, and partnerships (affiliate/influencer) into strategic planning.	Interactive lectures, demonstrations, discussions	Group presentation and peer feedback during workshops

Reflect critically on personal learning and development of a digital marketing mindset.	Reflection session, peer review, feedback discussions	Final Reflection Presentation (individual presentation at the end of semester)

| Content | Contact hours | | | | | | | Individual work: time and assignments | |
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. **The Evolution of Marketing:** Key Definitions Core Functions Emerging Trends	2						**2**	**10**	Analysis of scientific literature, case study analysis, preparation of individual reflections. *G. Dash, K. Kiefer, J. Paul (2020). pp. 608–620*
2. **Customer-Centric Strategies in Digital Marketing Lifecycle Management, Funnel Dynamics, and Journey Design** Customer lifecycle stages Funnel models (AIDA, STDC) Segmentation and targeting Customer journey mapping and touchpoints	2		2				**4**	**12**	Reading and analysis of literature; preparation of notes on customer lifecycle, funnel models, and segmentation. *L. Spiller (2020). pp. 69–78*
3. **Integrated Communication: paid, owned, earned, shared media and channel mix** Media types and their roles Synergy between online and offline channels	2		2				**4**	**12**	Analysis of scientific literature and real brand communication examples; preparation for group discussion. *T.L. Tuten (2020). pp. 270–311*
4. **Market Landscape and Competitors Analysis** Identifying direct and indirect competitors Benchmarking and positioning Trends and opportunities in the digital market	2		2				**4**	**12**	Literature review and competitor benchmarking exercise; group preparation for discussion. *N. Rajer (2023). pp. 23–29*
5. **Metrics. Data. Measurement framework.** Key performance indicators (KPIs) Data-driven decision making Attribution models and performance tracking	2		2				**4**	**12**	Reading and analysis of key metrics frameworks; preparation of short notes on data-driven marketing principles. *T.L. Tuten (2020). pp. 378–406 J. Ghahremani-Nahr, H. Nozari (2021). pp. 1–6*

No.	Topic						Total		Self-study / Literature
6.	**Digital tools for measurement and data analysis** Analytical tools Social media analytics platforms CRM and email tracking tools Dashboard creation and data interpretation	2		2			4	12	Case study analysis and independent exploration of analytics tools; preparation of insights for workshop discussion.
7.	**CRO/SEO** Conversion rate optimization principles A/B testing and landing page performance On-page and off-page SEO Keyword research and content optimization	2		2			4	14	Reading and literature analysis on SEO and CRO principles; individual reflection on optimization techniques. *R. Zimmermann, A. Auinger (2023).* *pp. 233–243* *F. Almukhtar, N. Mahmood, S. Kareem (2023). pp. 70–80*
8.	**Affiliate & Influencer marketing – partnerships in digital** Partnership marketing models Influencer identification and collaboration	2	2	2			6	14	Reading and literature analysis; group work and preparation for discussion on ethical and strategic partnership models. *H.A. Syrdal, S. Myers, S. Sen, P.J. Woodroof, W.C. McDowell (2023).*
	Total	16	2	14			32	96	

Assessment strategy	Weight %	Deadline	Assessment criteria
Seminar Assignments	40 %	During semester	**Students complete individual in-class tasks and actively participate in discussions.** Evaluation focus: quality of seminar work, ability to apply theory in practice, and engagement. *Performance levels:* *• Excellent (9–10): creative, well-structured, consistently active.* *• Good (7–8): clear understanding and regular contribution.* *• Satisfactory (5–6): partial understanding, limited participation.* *• Insufficient (0–4): minimal engagement or weak knowledge.* **Submission: Mandatory.**
Group Project	30%	According to course schedule	**Groups conduct applied analysis during workshops and present findings at the end.** Evaluation focus: depth of analysis, data use, teamwork, and presentation quality. *Performance levels:* *• Excellent (9–10): strong, data-based insights, clear teamwork, professional delivery.* *• Good (7–8): relevant analysis and coherent structure.* *• Satisfactory (5–6): some relevant insights but limited depth.* *• Insufficient (0–4): poor structure, incomplete or unclear findings.* **Submission: Mandatory.**
Final Reflection Presentation – Developing a Digital Marketing Mindset	30%	End of semester	**Students prepare a short individual reflection presentation (5–7 minutes / up to 5 slides) summarizing their key learning outcomes/or specific digital marketing topic**

				Aim: to demonstrate strategic and critical thinking, connect theory with real practice, and reflect on personal growth as a future marketer. Evaluation focus: clarity of insights, depth of reflection, ability to connect course content and real-world applications, and presentation quality. *Performance levels:* • *Excellent (9–10): insightful, inspiring, clearly structured, and connects multiple course topics.* • *Good (7–8): clear understanding and thoughtful reflection.* • *Satisfactory (5–6): general overview, limited personal or analytical depth.* • *Insufficient (0–4): unclear, superficial, or incomplete reflection.* **Submission: Mandatory.**

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Dash, G.; Kiefer, K.; Paul, J.	2021	Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention	Journal of Business Research, Vol. 122, pp. 608–620	https://doi.org/10.1016/j.jbusres.2020.10.016
Ghahremani-Nahr, J.; Nozari, H.	2021	A Survey for Investigating Key Performance Indicators in Digital Marketing	International Journal of Innovation in Marketing Elements, Vol. 1, No. 1 pp. 1–6	https://doi.org/10.59615/ijime.1.1.1
Rajer, N.	2023	New marketing models for developing a marketing strategy	International Journal of Innovation in Marketing Elements, Vol. 3, No. 1, pp. 23–29	https://ijime.ir/index.php/ijime/article/view/72
Spiller, L.	2020	Direct, Digital & Data-Driven Marketing (5th ed.)	—	Sage Publications Ltd., pp. 69–78; 107–119; 629–641
Tuten, T. L.	2020	Principles of Marketing	—	Sage Publications Ltd., pp. 270–311 (Communication Value: Promotion); pp. 378–406 (Managing Value: Analytics and Marketing Value Management Systems)
Zimmermann, R.; Auinger, A.	2023	The role of search engine optimization in digital marketing performance	Journal of Marketing Analytics, Vol. 11, pp. 233–243	https://link.springer.com/article/10.1057/s41270-022-00161-y
Almukhtar, F.; Mahmood, N.; Kareem, S.	2021	Search Engine Optimization: A Review	Applied Computer Science, Vol. 17, No. 1, pp. 70–80	https://acs.pollub.pl/pdf/v17n1/7.pdf
Syrdal, H. A.; Myers, S.; Sen, S.; Woodroof, P. J.; McDowell, W. C.	2023	Influencer marketing and the growth of affiliates: The effects of language features on engagement behaviour	Journal of Business Research, Vol. 163	https://doi.org/10.1016/j.jbusres.2023.113875
Recommended reading				

Armstrong, G.; Kotler, P.; Opresnik, M. O.	2017	Marketing: An Introduction (13th ed.)	—	Pearson Education Limited, pp. 30–62; 326–346; 395–423
Van Wassenhove, B.	2019	The Marketing Bible for a Digital World	—	Lannoo Campus, pp. 21–42
Nekar, B. J.	2024	Exploring the Consumer Behaviour Effect on Digital Marketing Channels	Journal of Research and Review in Digital Marketing and Communications, Vol. 1, Issue 2, pp. 59–65	—
Pulizzi, J.; Rose, R.	2017	Killing Marketing: How Innovative Businesses Are Turning Marketing Cost into Profit	—	McGraw Hill Education
—	2025	AI, Marketing Careers, and the Non-Traditional Path: Insights from Marc Guldimann on Tech, Design, and Data	Advertising & Society Quarterly, Vol. 26, No. 1 (Spring 2025)	Advertising Educational Foundation (Project MUSE link

NOTE: Including Open Educational Resources in the reading list is recommended