



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Transformation of marketing in electronic media	

Academic staff	Core academic unit(s)
Coordinating: lect. pract. Indrė Zabulytė	Kaunas Faculty
Other:	Institute of Language, Literature and Translation Studies ☐ Institute of Social Sciences and Applied Informatics ☒

Study cycle	Type of the course unit
First ☒ Second ☐	Compulsory Course ☒ Optional Course ☐ Course Unit (Module) of the General University Studies ☐ Course Unit (Module) of Individual Studies ☐ Interdisciplinary Studies Course Unit (Module) ☐

Mode of delivery	Semester or period when it is delivered	Language of instruction
Blended	1 semester	English

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

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

Purpose of the course unit		
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 the course unit	Teaching and learning methods	Assessment methods
Students will be able to 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.	Lectures, practical tasks, seminars, discussions, case studies, and independent work.	Implementation of practical tasks in the mid-term examinations, assessment of the group paper and its presentation, and exam.
Students will be able to conduct marketing research, identify and systematize information necessary for marketing decision-making, and apply it in marketing processes.		

Students will be able to plan, organize, coordinate, and improve the activities of organizations in various fields, drawing on marketing theories and methods.		
Students will be able to develop and implement digital marketing strategies.		

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours total	Individual work	Tasks for individual work
<i>Subject introduction</i> Marketing 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.
Marketing and its environment: Micro and macro environments. Marketing environment analysis. The concept of marketing information. Marketing research. Marketing information systems.	2		1				3	8	Literature review and practical case studies.
Marketing mix: Product. 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).
Marketing mix: Price. The concept of pricing, methods and strategies. Distribution: types and channels. Product monetization.	4			2			6	8	Developing a group paper (creative task).
Midterm assessment				1			1	10	
Marketing mix: Promotion. 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).
Marketing mix: People. Markets and their segmentation. The concept of a market. Target market selection. Introduction to consumer behavior	4		2				6	8	Developing a group paper (creative task).

(concepts of consumers and audiences, factors influencing consumer behavior, the process of purchasing consumer goods). Consumer behavior in the digital environment.									
Marketing mix: Process and physical evidence. 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	2			8	8	Developing a group paper (creative task).
Strategic marketing planning. 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.	4		3				7	8	Case studies. Exam preparation.
Independent systematization of knowledge and preparation for the exam.				1			1	12	
Total	28		12	6			48	82	
Note: Up to 6 contact hours may be replaced by guest lectures given by social partners or educational visits to social partner organisations.									

Assessment strategy	Weight %	Deadline	Assessment criteria
Group paper	40 %	During semester	In the group project, students must provide a comprehensive analysis of the selected organization's activities, marketing environment, products, and competitors. Based on the collected data, students must propose appropriate, creative, and innovative solutions for a new product and its marketing mix. The grading scale ranges from 1 to 10 points. Written group paper (up to 5 points): - Clear and logical structure with all required parts (table of contents, introduction, theoretical part, analytical part, conclusions, list of references). - Adequacy, depth, and originality of analysis and proposed solutions. - Compliance with academic writing requirements. Presentation (up to 5 points): - Presentation of the new product (up to 15 minutes). - Ability to respond to opponents' questions (5 minutes). - Quality of presentation delivery, clarity of slides, time management. - Failure to submit the group essay on time will result in a deduction of 2 points. - Failure to submit the group essay will result in a mark of 0.
Midterm assessment	20 %	During semester	The midterm assessment consists of open-ended questions and practical tasks. The grading scale ranges from 1 to 10 points. Assessment is as follows:

			10 points – the essence of the question is fully revealed, generalized knowledge is demonstrated, insights from theoretical literature are applied, and the ability to think critically is shown. 9 points – the essence of the questions is revealed, generalized knowledge is demonstrated, and causes are explained. 8 points – relational understanding is demonstrated: essential parts are connected and integrated into a whole. 7 points – multistructural understanding is demonstrated: focus is placed on several important aspects, but not all are properly interconnected. 6 points – multistructural understanding is demonstrated: focus is placed on several important aspects, but they are not interconnected. 5 points – unistructural understanding is demonstrated: answers focus on one aspect and are based on listing facts. 4– 1 points – minimum requirements are not met; inappropriate or incorrect facts are used; the question is answered incorrectly or not answered at all.
Exam	40 %	Exam session	The exam assessment consists of open-ended questions and practical tasks. The grading scale ranges from 1 to 10 points. Assessment is as follows: 10 points – the essence of the question is fully revealed, generalized knowledge is demonstrated, insights from theoretical literature are applied, and the ability to think critically is shown. 9 points – the essence of the questions is revealed, generalized knowledge is demonstrated, and causes are explained. 8 points – relational understanding is demonstrated: essential parts are connected and integrated into a whole. 7 points – multistructural understanding is demonstrated: focus is placed on several important aspects, but not all are properly interconnected. 6 points – multistructural understanding is demonstrated: focus is placed on several important aspects, but they are not interconnected. 5 points – unistructural understanding is demonstrated: answers focus on one aspect and are based on listing facts. 4– 1 points – minimum requirements are not met; inappropriate or incorrect facts are used; the question is answered incorrectly or not answered at all.

REGARDING THE EXTERNAL EXAMINATION OF THE COURSE UNIT

Mark ☒				If permitted, please provide the conditions
Not permitted	☐	Permitted	☒	When taking the course as an external (independent) student, a written paper and a creative assignment (50%) must be prepared independently and submitted to the lecturer by email (or uploaded to the e-learning platform) no later than 5 working days before the exam, and the exam (50%) must be taken. The same assessment criteria are applied to the written paper (creative assignment) and the exam as in the regular course format.

REGARDING THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE (GenAI) TOOLS (SUCH AS "CHATGPT", ETC.) WHEN STUDYING THE COURSE UNIT

Mark ☒				If permitted, please provide the conditions
Not permitted	☐	Permitted	☒	GenAI may only be used if the lecturer specifies that a particular assignment may be completed using GenAI; otherwise, it will not be graded.

				If the use of GenAI tools is permitted for completing assignments, the citation requirements set forth in the <u>Guidelines for the Use of Artificial Intelligence at Vilnius University</u> must be strictly followed.”
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REGARDING ACADEMIC PROGRESS

A student who (1) **throughout the semester consistently** fails to demonstrate **progress in achieving the expected learning outcomes of a subject (module)** during the practical classes (seminars, exercises, laboratory work, etc.) and (2) fails to complete all interim assessment requirements and tasks within the time specified in the course description, is not allowed to participate in the examination session.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
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
Recommended reading				
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