COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Digital marketing tools	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Ignas Zimaitis	Vilnius university Business school

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

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

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

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
10	260	64	196

Purpose of the course unit (module): programme competences to be developed
The aim of the course is to provide the marketing skills that are necessary in order to analyze and evaluate marketing-related situations, identify the problems and search for innovative solutions. In addition, the purpose of the course is to provide the skills allowing to apply the digital marketing tools for practical marketing problem solving. Finally, to provide the skills that are necessary to measure and evaluate the digital marketing key performance indicators.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will be able to use obtained digital marketing skills allowing to solve various digital marketing problems in practice	Lecturing, group discussions, case studies analysis, individual work	Case studies analysis, group assignment, individual tasks, final exam
Will be able to distinguish different features of digital marketing tools and will be able to use them solving the digital marketing issues.		Case studies analysis, group assignment
Will know and will be able to measure the most important and applicable digital marketing performance indicators		Individual task, final exam

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutoria	Seminars	Exercis	Laborato	Internship/ work placement	Contacho	Self-study hours	Assignments

	l s		e s	r y w o r k		ur s		
Digital tools for developing innovative new products	8		8			**16**	**42**	Literature analysis, individual task
Digital tools to influence consumer decision making	8		8			**16**	**40**	Literature analysis, case study, individual task
Digital tools for distributing products	4		4			**8**	**36**	Literature analysis, group assignment
Digital tools to set up the right price for Products	6		4			**10**	**36**	Literature analysis
Digital analytics overview	6		8			**14**	**42**	Literature analysis, individual task, preparation for exam, group assignment
Total	**32**		**32**			**64**	**196**	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Individual tasks	20%	During the seminars	2 individual tasks, each valued 10 points, corresponding to the following topics: - Design sprint simulation - Digital analytics assignment Assessment criteria for each individual task: 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
Decision board group assignment	30%	During the seminars	Students form a groups from 2 to 3 members and complete the assignments from a given decision board (9 different assignments are suggested). A group of 2 students must complete 5 assignments; a group of 3 students – 6 assignments. Note: a group must complete at least one assignment market in red. Assessment criteria for group project: 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
Final exam	50%	During the exam	10 close-ended questions (each question is worth 2 points) 5 open-ended questions (each question is worth 6 points) The final grade consists of points received for individual tasks, group project 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				
Alan Charlesworth	2018	Digital Marketing: A Practical Approach	3rd edition	Routledge
Rob Stokes	2018	The Essential Guide to Marketing in a Digital World	6th edition	The Red & Yellow Creative School of Business
Optional reading				
Articles and other readings provided by lecturer				Available on MOODLE system