Syllabus of the educational discipline
«Digital marketing»

Specialty	*All*
Study Programme	*All*
Study cycle	*First (bachelor)*
Course status	*elective*
Language	*English*
Term	*6 semester*
ECTS credits	*5*
Workload	*Lectures – 30 hours.*
	Practical studies – 30 hours.
	Independent training – 90 hours.
Assessment system	*Grading*
Department	*Management, Business and Administration department, room 210 (main block), +38 057 702 01 46 (add. 2-96), Web page: https://www.kmib.hneu.edu.ua*
Teaching staff	*Mazorenko Oksana Volodymyrivna, PhD, Associate Professor*
Contacts	*oksana.mazorenko@hneu.net*
Course schedule	*Lectures: due to timetable*
	Laboratory classes: due to timetable
Consultations	*At the Department of Management, Business and Administration, offline, according to the schedule, individual, PNS chat.*

Learning objectives and skills:

acquisition of systematic knowledge on theoretical foundations and organizational and methodical foundations of the formation and functioning of e-marketing system in the enterprise, practical skills on the application of electronic marketing tools to improve the efficiency of enterprise management in digital age.

Structural and logical scheme of the course

Prerequisites	Postrequsites

Content of the educational discipline

Content module 1. Theoretical basics of digital marketing.
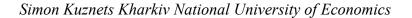**Theme 1. Introduction to e-business and digital marketing.**
Theme 2. Digital marketing tools and technologies.
Content module 2. Application of digital marketing tools in the activities of modern enterprises.
Theme 3. Basics of content marketing.
Theme 4. Email marketing.
Theme 5. Search Engine Marketing.
Theme 6. Social Media Marketing.
Theme 7. Web analytics and analysis of the effectiveness of e-marketing activities.
Theme 8. Features of mobile marketing.

Material and technical support (software) of the discipline
Laptop, Power Point MS Office, Multimedia Projector

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: competence-oriented tasks; express tests, presentations and control work.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, or biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program