



Syllabus of the course

«Digital маркетинг»

Specialty	073 «Management»	
Study Programme	Business Administration	
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education	
Course status	elective	
Language	English	
Term	third year fifth semester or third year sixth semester or fourth year seventh semester	
ECTS credits	5	
Workload	Lectures – 24 hours. Practical studies – 0 hours. Laboratory studies – 26 hours. Self-study – 100 hours.	
Assessment system	Grading including Exam	
Department	Department of Management, Business and Administration room 210 of the main building phone: (057) 702 01 46 (add. 2-96) website: https://www.kmib.hneu.edu.ua	
Teaching staff	Mazorenko Oksana Volodymyrivna, PhD, Associate Professor	
Contacts	oksana.mazorenko@hneu.net	
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule	
Consultations	At the Department of Management, Business and Administration, offline, according to the schedule, individual, PNS chat.	
Learning objectives and skills:		
is 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 use of elements of electronic commerce in improving the efficiency of enterprise management in market conditions.		
Structural and logical scheme of the course		
Prerequisites	Postrequisites	
-	-	
-	-	
Course content		
Content module 1. Theoretical basics of digital marketing.		
Topic 1. Introduction to e-business and digital marketing.		
Topic 2. Digital marketing tools and technologies.		
Content module 2. Application of digital marketing tools in the activities of modern enterprises.		
Topic 3. Fundamentals of Content marketing.		
Topic 4. Email marketing.		
Topic 5. Search Engine Marketing.		
Topic 6. Social Media Marketing.		



Topic 7. Web analytics and analysis of the effectiveness of e-marketing activities.

Topic 8. Features of mobile marketing.

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

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 – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

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

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

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

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