

STUDY SUBJECT DESCRIPTION

DIGITAL MARKETING

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
<i>BUSINESS MANAGEMENT AND INNOVATIONS</i>	Compulsory	1 st	2 nd year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
4 th	4 ECTS	Lithuanian, English	face-to-face, e-learning
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student should be able: LO 1 to analyse the digital marketing business environment and trends LO 2 to describes the principles of digital marketing in the context of modern marketing development LO 3 to apply the theoretical aspects of digital marketing in practice in an ethical manner LO 4 to understand the role of information and innovation in solving digital marketing and other business problems LO 5 to identify the target market and its needs LO 6 to select and organise the necessary data. LO 7 to conduct digital marketing research to solve a specific business problem LO 8 to develop a digital marketing plan LO 9 to analyse the application of digital marketing tools in a business enterprise example LO 10 to use innovative communication tools in collaboration with clients LO 11 to present ideas and projects to other team members		Interactive lecture Discussion Case study Practical work Team work Self-study Tutorial Consultation with company mentor Lectures by guest practitioners to share practical experience Live project	Assessment of practical assignments Examination

- LO 12** to link innovations in science and the digital business environment
- LO 13** to interact with specialists from different areas of the business
- LO 14** to analyse, organise and evaluate data from digital marketing research, business and other information sources using information technology

--

--

Prerequisites
(these courses must have successfully completed before she/he can take this course)

Marketing, Marketing Research and IT

Course content

1. The concept of digital marketing
2. Digital marketing ethics
3. The role of the consumer in digital marketing
4. Paid and free search (SEO, SEM)
5. Applying social media in business
6. Content marketing
7. Email marketing
8. Affiliate marketing
9. Digital marketing research
10. Digital marketing plan

Recommended or required reading and other learning resources/tools

1. Kingsnorth S. (2022). The Digital Marketing Handbook: Deliver Powerful Digital Campaign. Kogan Page Limited
2. Hemann Ch., Burbary K. (2018). Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World
3. Holiday R. (2018). Skaitmeninė rinkodara. Naujausių laikų reklamos ir pardavimų strategijos. UAB„Tobulėjimo projektai.
4. Jones A.T., Malczyk A., Beneke J. (2017). Internet Marketing. A highly practical guide to every aspect of internet marketing. GetSmarter under the Creative Commons BY-NC 3.0
5. Kingsnorth S. (2019). Digital Marketing Strategy. An integrated approach to online marketing. Kogan Page Limited.
6. The Ultimate Guide to Digital Marketing. Digital Marketer
7. Google digital garage. <https://learndigital.withgoogle.com/digitalgarage/courses>
8. <https://trends.google.com/home>
9. <https://www.google.com/business/>
10. <https://business.instagram.com/>
11. <https://mailchimp.com/>
12. <https://buzzsumo.com/>
13. <https://app.simplified.com/>
14. Google search. How do I get to the top of the results? <https://rocketscience.lt/google-paieska-kaip-atsidurti-rezultatu-virsuje/>