

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	DIGITAL MARKETING				
Course code (LAIS):	KomZ2045				
Study programme:	BIZNESA VADĪBA				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	32	48
Course Author/ Tutor:	Madara Prata				
	Lecturer, Mg. oec.				
	e-mail: madara.prata@va.lv				
	Consultations: after classes or online.				
Study Form:	Full time studies				
Study year, semester:					
Language:	English				
Prerequisites for the Course:	Introduction to business, Marketing, Marketing strategies				
Course Summary:	This course aims to introduce the concept of digital marketing and its offered possibilities. Within this course, students will get familiar with digital marketing definitions and evaluate the current situation in the world and Latvia. Different marketing tools and the use of them will be presented.				
	Students will be introduced to social media marketing and social media advertising, learn the skill of developing a digital marketing campaign. During this course, students will learn to do digital marketing audit, design strategy, set targets and to create a digital marketing plan. Within this course, students will discover essential tools - search engine optimization, keywords, Google Analytics and content development.				
Assessment:	Exam				
Requirements for Credits:	The final grade consists of:				
	<ul style="list-style-type: none"> - Homework: 30%; - Group presentation: 30%; - Positively evaluated individual final project presentation (30%) and written report (10%): 40%. 				
Abiding by the Academic Ethics	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> - study papers must be independently developed; - the study work should reference all statements, ideas and data used that have been authored by someone else; - appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; - the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p>				
	Learning Outcomes; the evaluation methods and	Learning Outcomes			The evaluation methods and criteria
	Knowledge				

criteria	Knowledge of digital marketing channels.	Seminars, independent work, presentations, final presentation.
	To have an understanding of digital marketing communication specifics and processes.	Seminars, independent work, presentations, final presentation.
	To know digital marketing communication strategies and the development of the communication plan.	Seminars, independent work, presentations, final presentation.
	Skills	
	To do digital market's audit and develop companies strategy and communication plan.	Seminars, independent work, presentations.
	Analyse the results and make reports.	Seminars, independent work, presentations.
	To have the ability to evaluate the campaign's results and to make suggestions for improvements.	Seminars, independent work, presentations.
	Competency	
	To develop quality content for different digital marketing tools.	Seminars, independent work, presentations.
	To use search engine optimization (SEO).	Seminars, independent work, presentations.
To plan and implement successful digital stategy and communication.	Seminars, independent work, presentations.	
Course Compulsory literature:	<ol style="list-style-type: none"> 1. Chaffey D. Digital Marketing Paperback. Pearson Education Limited, 2019. 656 p. ISBN 1292241578 2. Charlesworth A. Digital Marketing, 3rd edition. Routledge publishing, 2018. 351 p. ISBN 113803956X 3. Miller D. Building A Story Brand : Clarify Your Message So Customers Will Listen. Thomas Nelson Publishers, 2017. 240 p. ISBN 1400201837 	
Course additional literature:	<ol style="list-style-type: none"> 1. McDonald J. Social Media Marketing Workbook: How to Use Social Media for Business. CreateSpace Independent Publishing Platform, 2019. 452 p. ISBN 1539598144 2. Clarke A. SEO 2019: Learn search engine optimization with smart internet marketing strategies. Independently published, 2018. 227 p. ISBN 9781730775758 3. Diamond S. Digital Marketing All-In-One For Dummies. For Dummies publisher, 2019. 816 p. ISBN 1119560233 4. Krug S. Don't Make Me Think, Revisited : A Common Sense Approach to Web Usability, 3rd edition. New Riders, 2014. 216 p. ISBN 0321965515 5. Hanlon A. Digital Marketing: Strategic Planning & Integration. SAGE Publications Ltd., 2019. 416 p. ISBN 1526426676 6. Eyal N. Hooked: How to Build Habit-Forming Products. Portfolio, 2014. 256 p. ISBN 1591847788 <p>Independent work: https://learndigital.withgoogle.com/digitalgarage/ https://academy.hubspot.com/ https://moz.com/ https://mailchimp.com/</p>	
Course confirmation date:	6, January, 2020.	
Date of course description update:		

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of
		Contact hours	Independent work hours	

				students and task description
<i>The date is specified before the implementation of the course</i>	Introduction. Course description, aim and review of the literature. Digital marketing definition and concept.	2	3	Lecture. Discussions.
	Framework: what, who, how, where and when? KPI (key performance indicators) – having and measuring targets.			
	Evaluation of digital marketing in the world and Latvia. Latest tendencies. Digitalization impact on marketing – discussion.			
	How blockchain is changing digital marketing. Community management.			
	Social media marketing (organic). Channels (Facebook, Instagram, etc.) Influencers.	4		Lecture. Discussions. Practice.
	Social media advertisement (paid) – how does it work.			
	Pay-per-click, Facebook, Google and other paid channels. Display advertising.			
	The evaluation of different digital marketing channel efficiency in Latvia.			
Search engine marketing (SEM). Search engine optimization (SEO). Choice the keywords. Practice – the use of SEO.	4	6	Lecture. Practice.	
Content marketing. Website design. E-mail marketing. Group-work presentations - analyzing examples.	4	6	Lecture. Discussions. Practice.	
Group-work presentations - analyzing examples.	2	6	Group work presentations.	
Agile Marketing – guest lecture.	4	6	Lecture.	
Digital marketing audit. Strategy and targets. Digital marketing mix. Digital marketing plan development. Digital marketing plan implementation – choosing the right channels. Content development – practice.	4	6	Lecture. Discussions. Practice.	
Metrics, analytics and reports. The use of “Google Analytics”. Creation of reports. Campaign analysis – practice.	4	6	Lecture. Discussions. Practice.	
Examination – “Digital marketing campaign” presentation.	4	9	Individual presentations.	
Hours total:	32	48		