

DIGITAL MARKETING AND ANALYTICS

Credit Value: 6 credits¹

Lecturer: Maria A. Rybalko

A. Course' objectives

The course "Digital Marketing and Analytics" aims at the formation of the following skills and knowledge:

- 1) ability to analyze the existing international strategies of the company in international business,
- 2) ability to develop a strategy for the internationalization of the company, counting the peculiarities of the foreign business environment, the potential of the foreign market and the organizational and legal form of the company,
- 3) ability to adapt the company's marketing strategies to the demands of foreign markets,
- 4) ability to evaluate the effect of implementation of new digital business models and technologies.

B. Textbooks

1. Dave Chaffey and PR Smith. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, Routledge, 2017
2. Dave Chaffey, Fiona Ellis-Chadwick, Richard Mayer, Kevin Johnston. Internet Marketing. Strategy, Implementation and Practice. Fourth Edition. Pearson Education Limited, 2009.
3. Dave Chaffey and PR Smith. eMarketing eXcellence. Planning and optimizing your digital marketing. Third edition. Elsevier Butterworth-Heinemann, 2008.
4. Afuah A., Tucci C.L. Internet Business Models and Strategies: Text and Cases. McGrawHill Higher Education, 2nd ed., 2003.

C. Assessment details

The final grade consists of:

Assignments	Score
Participation in discussions (including zoom-surveys)	40
Preparation of presentations	40
Case studies	45
Analytical reports preparation with the use of Internet platforms	45
Written examination	40
Practical home tasks	30
Final project defense	60

Grade	Minimum score	Maximum score
<i>Excellent</i>	255	300
<i>Good</i>	195	254,9
<i>Satisfactory</i>	120	194,9
<i>Failed</i>	60	119,9

Note: in case student's scores obtained during the trimester are less than 20% of the maximum score of the discipline the following rule of passing the course should be applied at the midterm assessment (and further re-examination): 'a student can obtain only a satisfactory mark and only in case he/she receives for the midterm assessment, including all the course material, not less than 85% of the score allocated to this assessment'.

¹ 1 credit point is equal to 36 hours of total workload including in-class activities, self-study and exam writing

D. Course outline

Topic 1. Business models and strategies of the electronic market. Methods and tools of marketing campaigns on the Internet.
Topic 2. Internet audience. The basic principles of working with the audience of the site.
Topic 3. Technologies of display advertising on the Internet.
Topic 4. Technologies of contextual advertising on the Internet.
Topic 5. Search engine optimization. Optimization for social networks (Social Media Optimization). Methods for creating a virtual community of an Internet project.
Topic 6. Media Planning. Analysis of the effectiveness of online advertising. Web analytics.
Exam
Final project defense