

**FEDERAL STATE BUDGET EDUCATIONAL  
INSTITUTION OF HIGHER EDUCATION  
“LOMONOSOV MOSCOW STATE UNIVERSITY”**

FACULTY OF ECONOMICS

«APPROVED»

Dean of the Faculty of Economics, MSU

professor \_\_\_\_\_ A.A.Auzan

«\_\_\_» \_\_\_\_\_ 2021

**COURSE SYLLABUS**

**Course title:**

**DIGITAL MARKETING AND ANALYTICS (IN ENGLISH)**

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**Level of higher education:**

MASTER STUDIES

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**Field of study:**

38.04.02. MANAGEMENT

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**Mode of study:**

FULL-TIME

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Course syllabus is considered and approved by  
*the Educational and Methodological Council of the Faculty of Economics*  
(minutes №\_\_\_\_\_, date)

Moscow 2021

The course syllabus is developed in accordance with the self-established MSU educational standard (ES MSU) for implemented main professional educational programs of higher education for Master's degree in the field of study 38.04.02. Management

ES MSU is approved by the decision of MSU Academic Council dated December 28, 2020, minutes №7

Year (years) of enrollment: 2021 and forthcoming

## 1. Place and status of the course in the structure of the Master program

Course status: *elective*

Trimester: 4<sup>th</sup>

## 2. Course Prerequisites

*This discipline is based on the knowledge and skills acquired as a result of studying following courses:*

- Strategic Management (in English),
- International Marketing (in English).

## 3. Intended learning outcomes (ILO) of the course associated to the required competencies of the graduates

Competencies of graduates (codes)	Indicators of achievement of competencies	Intended learning outcomes of the course (module) associated to the required competencies of the graduates
PC-9. Capable of finding, systematizing and analyzing information in the field of management consulting	PC-9.I-1. Defines the information base of research in the field of management consulting	PC-9.I-1.K-1. Knows the information base of research in the field of management consulting
		PC-9.I-1.A-1. Able to collect information in the field of management consulting
	PC-9.I-2. Selects methodology and develops tools for systematization and analysis of information in the field of management consulting	PC-9.I-2.K-1. Knows the methods of systematization and analysis of information in the field of management consulting
		PC-9.I-2.A-1. Able to analyze and systematize collected information in the field of management consulting
PC-10. Capable of carrying out consulting management projects	PC-10.I-1. Conducts consulting research	PC-10.I-1.K-1. Knows main technologies and methods of conducting consulting research
		PC-10.I-1.A-1. Able to correctly select and apply methods and tools for developing solutions to the formulated management issues
	PC-10.I-2. Presents the results of the conducted study in the form of recommendations	PC-10.I-2.A-1. Able to present the results of consulting research in the form of recommendations

<b>SPC-3.</b> Capable of elaborating and implementing international development strategies for organizations with different forms of ownership based on the analysis of international business environment and modern trends, including digitalization of economic activities	<b>SPC-3.I-1.</b> Formulates and implements international development strategies for companies, considering their organizational and legal form	<b>SPC-3.I-1.A-1.</b> Able to analyze the existing international strategies of a company in international business
	<b>SPC-3.I-2.</b> Adapts development strategies of organizations to the peculiarities of their international business environment and modern trends, including digitalization of economic activity	<b>SPC-3.I-1.U-2.</b> Able to make strategic managerial decisions in organizations / companies, considering their form of ownership and country of origin
		<b>SPC-3.I-2.A-1.</b> Able to develop a strategy for the internationalization of the company, considering the peculiarities of the foreign business environment, the potential of the foreign market
		<b>SPC-3.I-2.A-2.</b> Able to adapt a company's marketing strategies to the demands of foreign markets <b>SPC-3.I-2.A-3.</b> Able to evaluate the effect of implementation of new digital business models and technologies

#### 4. Workload of the course by types of activity

The workload of the discipline is 6 ECTS: 216 academic hours, including 108 academic hours of contact work with a professor, 108 academic hours of self-directed studies.

#### 5. Learning format

Full-time, with the use of educational platform On.Econ (use of distant learning technologies is allowed if necessary).

#### 6. Content of the course structured by topics (sections) indicating the number of academic hours allocated to them and types of training

<b>Title and brief content of sections and topics of the course (module),</b>  <b>Form of assessment for the course (module)</b>	<b>Total (hours)</b>	<b>Contact work (work in contact with a professor)</b> <i>Types of contact work, hours</i>				<b>Student self-directed studies</b> <i>Types of self-directed studies, hours</i>			
		Seminars	Group consultations	Individual consultations	<b>Total</b>	Group project	Other practical assignments	Written examination	<b>Total</b>

<b>Topic 1.</b> Business models and strategies of the electronic market. Methods and tools of marketing campaigns on the Internet	<b>22</b>	6	2	2	<b>10</b>	-	8	4	<b>12</b>
<b>Topic 2.</b> Internet audience. The basic principles of working with the audience of the site	<b>30</b>	10	4	2	<b>16</b>	-	10	4	<b>14</b>
<b>Topic 3.</b> Technologies of display advertising on the Internet	<b>30</b>	10	4	2	<b>16</b>	-	10	4	<b>14</b>
<b>Topic 4.</b> Technologies of contextual advertising on the Internet	<b>22</b>	8	2	2	<b>12</b>	-	6	4	<b>10</b>
<b>Topic 5.</b> Search engine optimization. Optimization for social networks (Social Media Optimization). Methods for creating a virtual community of an Internet project	<b>26</b>	8	4	4	<b>16</b>	-	6	4	<b>10</b>
<b>Topic 6.</b> Media Planning. Analysis of the effectiveness of online advertising. Web analytics	<b>20</b>	6	2	2	<b>10</b>	-	6	4	<b>10</b>
Intermediate test	<b>10</b>	2	-	-	<b>2</b>	-	6	2	<b>8</b>
Midterm assessment (control): — <i>Project</i>	<b>56</b>	6	-	20	<b>26</b>	30	-	-	<b>30</b>
<b>Total</b>	<b>216</b>	<b>56</b>	<b>18</b>	<b>34</b>	<b>108</b>	<b>30</b>	<b>52</b>	<b>26</b>	<b>108</b>

### Brief content of the course topics

#### Topic 1. Business models and strategies of the electronic market. Methods and tools of marketing campaigns on the Internet

Global communication infrastructure. E-business segments. Determinants of e-business efficiency - business model, environment, technological change. Components of the electronic business model. The role of marketing in building an effective business model.

Transformation of the “one-to-many” communicative model into the “many-to-many” model, the principle of interactivity. “PUSH” and “PULL” models of initiation of the communicative process in the Internet. Building a marketing subsystem of a company based on the use of a web server. The main instruments of marketing communications on the Internet. The basic principles and technologies of Internet advertising. Advertising media in the Internet.

#### Topic 2. Internet audience. The basic principles of working with the audience of the site

The structure of the Russian and international Internet audience. Database for marketing research on the Internet. The basic principles of working with

the audience of the site. Classification of consumers in relation to the Internet project. The dynamics of the formation and change of the audience of the site under the influence of advertising and other factors.

Flows of consumers, transferring them from one category to another. The impact of advertising and site quality on the magnitude of these flows. Price models of advertising in the Internet. Comparison of pricing models of advertising.

### **Topic 3. Technologies of display advertising on the Internet**

Full-scale banner campaign. Impulse support resource. Supportive campaign. Targeting Redistribution of traffic. Banner brokers. Brokers advertising sites.

Advantages and disadvantages of banner exchange. The effect of burnout banner advertising. Link exchange. The practice of using banner advertising.

### **Topic 4. Technologies of contextual advertising on the Internet**

Definition of contextual advertising. The purpose of contextual advertising. Circle of users of contextual advertising. Contextual advertising systems - Yandex-Direct, BEGUN, GOOGLE ADWORDS, RORER.

Media plan and creation of an advertising campaign. The choice of systems for advertising. Auctions, advertising agencies. Post-click analysis and behavioral targeting.

### **Topic 5. Search engine optimization. Optimization for social networks (Social Media Optimization). Methods for creating a virtual community of an Internet project**

The concept and objectives of search engine optimization - ranking criteria, the relevance of the document. Creating an optimized site content - compiling a semantic core, adjusting the structure and texts of the site, increasing the volume of content. Testing the effectiveness of search engine optimization. Increase the citation index.

The history and essence of Social Media Optimization (SMO). Content creation rules - stimulation of attention, stimulation of communication. The main differences between online PR from the traditional. The main tools of PR in the Internet. Communication, information and commercial methods of creating a virtual community of an Internet project to solve the problem of retaining visitors.

### **Topic 6. Media Planning. Analysis of the effectiveness of online advertising. Web analytics**

Media Planning. Conversion problems. The basic principles of generating website traffic - targeting, communication mix, web analytics, timing. The main terms and indicators of the effectiveness of online advertising. Methods of collecting information for performance analysis.

Criteria for evaluating the effectiveness of online advertising. Methods for analyzing the effectiveness of advertising. Web analytics. Work with web

analytics systems. Google Analytics. Analysis of key performance indicators (KPI) using Google Analytics.

## 7. Assessment tools to assess the course learning outcomes

### 7.1. Sample assessment tools:

Learning outcomes of the course	Types of assessment tools
<b>PC-9.I-1.K-1.</b> Knows the information base of research in the field of management consulting	<ul style="list-style-type: none"> <li>• Participation in discussions</li> <li>• Preparation of presentations</li> <li>• Case studies</li> <li>• Analytical reports preparation with the use of Internet platforms</li> <li>• Written examination</li> <li>• Practical home tasks</li> <li>• Final project</li> </ul>
<b>PC-9.I-1.A-1.</b> Able to collect information in the field of management consulting	<ul style="list-style-type: none"> <li>• Preparation of presentations</li> <li>• Case studies</li> <li>• Analytical reports preparation with the use of Internet platforms</li> <li>• Practical home tasks</li> <li>• Final project</li> </ul>
<b>PC-9.I-2.K-1.</b> Knows the methods of systematization and analysis of information in the field of management consulting	<ul style="list-style-type: none"> <li>• Participation in discussions</li> <li>• Preparation of presentations</li> <li>• Case studies</li> <li>• Analytical reports preparation with the use of Internet platforms</li> <li>• Written examination</li> <li>• Practical home tasks</li> <li>• Final project</li> </ul>
<b>PC-9.I-2.A-1.</b> Able to analyze and systematize collected information in the field of management consulting	<ul style="list-style-type: none"> <li>• Preparation of presentations</li> <li>• Case studies</li> </ul>

	<ul style="list-style-type: none"> <li>• Analytical reports preparation with the use of Internet platforms</li> <li>• Practical home tasks</li> <li>• Final project</li> </ul>
<b>PC-10.I-1.K-1.</b> Knows main technologies and methods of conducting consulting research	<ul style="list-style-type: none"> <li>• Participation in discussions</li> <li>• Preparation of presentations</li> <li>• Case studies</li> <li>• Analytical reports preparation with the use of Internet platforms</li> <li>• Written examination</li> <li>• Practical home tasks</li> <li>• Final project</li> </ul>
<b>PC-10.I-1.A-1.</b> Able to correctly select and apply methods and tools for developing solutions to the formulated management issues	<ul style="list-style-type: none"> <li>• Preparation of presentations</li> <li>• Case studies</li> <li>• Analytical reports preparation with the use of Internet platforms</li> <li>• Practical home tasks</li> <li>• Final project</li> </ul>
<b>PC-10.I-2.A-1.</b> Able to present the results of consulting research in the form of recommendations	<ul style="list-style-type: none"> <li>• Preparation of presentations</li> <li>• Case studies</li> <li>• Analytical reports preparation with the use of Internet platforms</li> <li>• Practical home tasks</li> <li>• Final project</li> </ul>
<b>SPC-3.I-1.A-1.</b> Able to analyze the existing international strategies of a company in international business	<ul style="list-style-type: none"> <li>• Preparation of presentations</li> <li>• Case studies</li> <li>• Analytical reports preparation with the use of Internet platforms</li> <li>• Practical home tasks</li> <li>• Final project</li> </ul>
<b>SPC-3.I-1.U-2.</b> Able to make strategic managerial decisions in organizations / companies, considering their form of ownership and country of origin	<ul style="list-style-type: none"> <li>• Preparation of presentations</li> <li>• Case studies</li> </ul>



	<ul style="list-style-type: none"> <li>Analytical reports preparation with the use of Internet platforms</li> <li>Practical home tasks</li> <li>Final project</li> </ul>
<b>SPC-3.I-2.A-1.</b> Able to develop a strategy for the internationalization of the company, considering the peculiarities of the foreign business environment, the potential of the foreign market	<ul style="list-style-type: none"> <li>Preparation of presentations</li> <li>Case studies</li> <li>Analytical reports preparation with the use of Internet platforms</li> <li>Practical home tasks</li> <li>Final project</li> </ul>
<b>SPC-3.I-2.A-2.</b> Able to adapt a company's marketing strategies to the demands of foreign markets	<ul style="list-style-type: none"> <li>Preparation of presentations</li> <li>Case studies</li> <li>Analytical reports preparation with the use of Internet platforms</li> <li>Practical home tasks</li> <li>Final project</li> </ul>
<b>SPC-3.I-2.A-3.</b> Able to evaluate the effect of implementation of new digital business models and technologies	<ul style="list-style-type: none"> <li>Preparation of presentations</li> <li>Case studies</li> <li>Analytical reports preparation with the use of Internet platforms</li> <li>Practical home tasks</li> <li>Final project</li> </ul>

## 7.2. Course assessment criteria (scores):

Types of assessment tools	Score
Participation in discussions	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
<b>Total</b>	<b>300</b>

### 7.3. Grade for the course is determined based on the following criteria:

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>	0,0	119,9

**Note:** in case a student's score obtained during the trimester is 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 she/he receives for the midterm assessment, including all the course material, no less than 85% of the score allocated to this assessment'.

### 7.4. Typical tasks and other materials necessary to assess the learning outcomes:

#### — Discussions

Theoretical questions examples for discussion:

- Global communication infrastructure.
- E-business segments.
- Determinants of e-business efficiency - business model, environment, technological change.
- Components of a business model of electronic business.
- The role of marketing in building an effective business model.
- Digital marketing and its components.
- Transformation of the "one-to-many" communicative model into the "many-to-many" model, the principle of interactivity.
- "PUSH" and "PULL" models of the communicative process initiation in the Internet.
- The basic principles of working with the audience of the site.
- The dynamics of the formation and change of the site's audience under the influence of advertising and other factors.
- Technology media (banner) advertising on the Internet.
- Contextual advertising, contextual advertising systems.

- Search Engine Optimization.
- Social Media Optimization.
- Content creation rules for optimizing social networks.
- Methods of creating a virtual community online project.
- Media planning of online marketing campaigns.
- Conversion issues.
- Basic principles of website traffic generation.
- Criteria for evaluating the effectiveness of online advertising.
- Methods of analyzing the effectiveness of advertising.
- Web analytics.

— *Preparation of presentations*

Sample topics for presentations:

How do global communications change the economic landscape?

2. What is the role of global communications in the transition to a digital economy?
3. Why electronic communication is the most important factor of globalization?
4. Components of the business model of electronic business.
5. The role of digital marketing and its tools in building an effective business model.
6. Transformation of the “one-to-many” communicative model into the “many-to-many” model, the principle of interactivity.
7. “PUSH” and “PULL” models of initiation of the communicative process in the Internet.
8. The basic principles of working with the audience of the site (on a specific example).
9. Dynamics of the formation and change of the site’s audience under the influence of advertising and other factors (using a specific example).
10. Technologies of media (banner) advertising on the Internet.
11. Contextual advertising, contextual advertising systems.
12. Search Engine Optimization (on a specific example).
13. Social Media Optimization.
14. Creating content to optimize social networks.
15. Methods of creating a virtual community online project.
16. Media planning of online marketing campaigns.
17. Conversion issues.

18. The basic principles of generating incoming traffic to the website.
19. Criteria for evaluating the effectiveness of online advertising.
20. Methods of analyzing the effectiveness of advertising.

— *Analytical reports preparation with the use of Internet platforms*

Example: Analysis of key performance indicators (KPI) using Google Analytics.

The study should be based on the concepts and theories studied in the classroom. The result of the study should be a written text (no more than 10 pages) and a presentation (25 minutes). The topic and the subject of the project must be agreed with the professor by e-mail no later than four days before the delivery of work. The final text of the project should be sent to the professor no later than one day before the final presentation.

— *Written examination*

Intermediate written examination consists of multiple-choice questions based on the studying materials, presentations and cases discussed during the classes. Examples are as follows:

1. *The basis of the global communication infrastructure is:*
  - a. public telephone networks;
  - b. intercontinental optical data cable system;
  - c. satellite communication channels;
  - d. Internet;
  - e. a and d;
  - f. b and c.
2. *E-business segments are combined into:*
  - a. two groups;
  - b. three groups;
  - c. four groups.
3. *E-business and e-commerce:*
  - a. are synonyms;
  - b. e-business is a segment of e-commerce;
  - c. e-commerce is a segment of e-business.
4. *Communicative model in the Internet is:*
  - a. One-to-one;

- b. One-to-many;
  - c. Many-to-many.
5. *Banner advertising:*
- a. may be contextual;
  - b. can not be contextual.
6. *Advertising on social networks can be:*
- a. only media;
  - b. only contextual;
  - c. media and contextual.
7. *The main task of Internet marketing is:*
- a. attracting customers;
  - b. conversion;
  - c. customer retention;
  - d. a, b and c.
8. *When comparing price proposals of advertising sites it is necessary:*
- a. to bring all prices to the price of the show (CPM);
  - b. to bring all prices to the cost per click (CPC);
  - c. to bring all prices to the price of action (CPA).
9. *The price of contextual advertising is determined:*
- a. through direct negotiations;
  - b. according to the catalog;
  - c. on the auction.
10. *The carrier of contextual advertising can be:*
- a. A banner;
  - b. A text block;
  - c. An animated banner;
  - d. A flash banner;
  - e. a, b, c and d

- Essay on one of the articles from The Marketing Journal or the Journal of Digital & Social Media Marketing
- Analysis of the business model of an Internet company.
- Analysis of methods for creating a virtual community of an Internet project.
- Comparative analysis of the use of digital marketing tools by two companies operating in the same market.
- Evaluation of online campaigns effectiveness.

### — *Final project*

Since the exam is held in the form of defense of an individual project, which should be developed throughout the entire period of study, students are engaged in collecting and processing statistical and factual data, using methods of data grouping and evaluating and analysis with the use of platforms in an online environment. As a result of the analysis done students develop an algorithm and recommendations for building a digital strategy for a specific company or promoting a brand, product or service in the Internet.

The examination project is dedicated to the selection of a brand (product, service) as a subject for building a marketing strategy of a company in the Internet environment to increase the competitiveness of a business. Modules of the final project should be provided for verification at the exact time specified by the teacher. The project defense takes place in the form of a presentation, which sets out the characteristics of the company and brand (product, service), provides the results of a comparative analysis, collection and analysis of information about the electronic market and the tools used for the qualitative and quantitative analysis of the online business environment to promote the brand (product, services).

The group project is carried out in groups of 2-3 people. It is necessary to conduct research on one of the topics of the course. The study should be based on the concepts and theories studied in the classroom.

Presentation of the project: written text (no more than 10 pages) and presentation (25 minutes).

- The subject and the topic of the project should be agreed with the teacher by e-mail no later than four days before the completion of the work.  
The final text of the project should be sent to the teacher no later than one day before the final presentation.

### **7.5. Methodological guidelines and assignment requirements:**

All assignments must be completed in strict accordance with the requirements set out at the course page at the educational platform On.Econ.

## **8. Resources**

### **8.1. List of main and additional literature**

### **Main literature:**

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. McGraw-Hill Higher Education, 2nd ed., 2003.

### **Additional literature:**

1. Internet marketing at 100% / Ed. S. Sukhova. - SPb.: Peter, 2015
2. Ashmanov I., Ivanov A. Optimization and promotion of sites in search engines. St. Petersburg: Peter, 2013.
3. Yurasov A.V., Ivanov A.V. Internet Marketing / Ed. A.V. Yurasova. - M.: Gor. Line-Telecom, 2012.- 246 p.
4. Yakovlev A., Dovzhikov A. Web analytics: basics, secrets, tricks. - St. Petersburg: BHV-Petersburg, 2010.
5. Koshik A. Web analytics: analysis of information about website visitors.: Per. from English - M.: LLC "I.D. Williams", 2009.
6. Yurasov A.V. E-commerce. - M.: Business, 2003
7. Kostyaev R.A. Business on the Internet: finance, marketing, planning. - SPb.: BHV-Petersburg, 2002

### **Periodicals:**

- Harvard Business Review
- Journal of International Business Studies
- Journal of Digital & Social Media Marketing
- The Marketing Journal

## **8.2. List of licensed software**

Package of Software ‘Microsoft Office’.

## **8.3. List of professional databases and information referral systems**

Institutional subscription resources of the Faculty of Economics, MSU.

## **8.4. List of Internet resources (if necessary)**

- 1) Digital Marketing Glossary, <https://www.geekpoweredstudios.com/digital-marketing-glossary/>
- 2) NETPEAK Company’s Blog, <https://netpeak.net/ru/blog/>

- 3) <https://yandex.ru/support/direct/>
- 4) <https://support.google.com/adwords?hl=ru>
- 5) <https://www.searchengines.ru/category/context>
- 6) <http://ppc.world/>
- 7) <https://direct-all-in.ru/blog/>
- 8) <http://convertmonster.ru/blog/kontekstnaya-reklama-blog/>

### **8.5. Description of material and technical support**

For the appropriate organization of classes, the following equipment is needed:

- ‘ON.ECON’ electronic educational information environment of the Faculty of Economics, Lomonosov Moscow State University;
- multimedia class with a video projector, Internet access
- Institutional subscription resources of the Faculty of Economics, MSU.

**9. Language of instruction:** English

**10. Professor (professors):** PhD in Economics, assoc. prof. Rybalko M.A., Volkova E.M.

**11. Syllabus authors:** PhD in Economics, assoc. prof. Rybalko M.A., Volkova E.M.