

# DIGITAL MEDIA COMMUNICATIONS

**Credit Value:** 4 credits<sup>1</sup>

**Lecturer:** Deinekin Tikhon Viktorovich

## A. Course outline

The course “Digital media communications” aims at the formation of the following skills and knowledge:

- knowledge of the history of digital media and communication theory;
- knowledge of the main principles of Social Media Marketing and content creation;
- give practical skills and full understanding how to plan advertising campaigns;
- improve theoretical and practical background of online PR.

## B. Textbooks

- 1) Griffin, Emory A. A first look at communication theory. 2003. Boston : McGraw-Hill
- 2) Marketing 4.0: Moving from Traditional to Digital. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, John Wiley & Sons, 05-Dec-2016 - Business & Economics, 2016

## C. Assessment details

The final grade consists of:

| Types of assessment tools   | Score |
|---|-------|
| Participation in classes  | 20    |
| Collective assignments according to the course program<br>- The Brand/Product/Technology Ambassador project<br>- The Media Planning project<br>- The Metaverse project<br>- And others. | 60    |
| Completing individual assignments in the course program<br>- The “Personal Brand” in the Digital Space Project  | 20    |
| Midterm tests<br>- Tests (3) - 10 points each   | 30    |
| Oral exam   | 70    |

| Grade                 | Minimum score | Maximum score |
|-----------------------|---------------|---------------|
| <i>Excellent</i>      | 170           | 200           |
| <i>Good</i>           | 130           | 169           |
| <i>Satisfactory</i>   | 80            | 129           |
| <i>Unsatisfactory</i> | 0             | 79            |

## D. Course outline

---

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

|   |
|---|
| <b>Topic 1. Basic theories of mass communication</b>  |
| <b>Topic 2. The history of digital media development and types of communications in the digital environment</b> |
| <b>Topic 3. Digital media in Russia and global trends</b>   |
| <b>Topic 4. Digital Content</b>   |
| <b>Topic 5. Planning advertising campaigns in digital media</b>   |
| <b>Topic 6. Social media: concept, types, evolution and specifics</b>   |
| <b>Topic 7. Promotion through social media</b>  |
| <b>Topic 8. The specifics of public relations in the context of digitalization</b>                              |
| <b>Topic 9. Customer feedback through digital media</b>   |
| <b>Oral exam</b>  |