

## **Digital Marketing and Analytics**

**Full name of the professor:** PhD in Economics, assoc. prof. Rybalko M.A.

**Place of the course in the Master's programme:** elective course, 4 trimester.

**Brief content of the course:** Business models and strategies of the electronic market. Methods and tools of marketing campaigns on the Internet; Internet audience. The basic principles of working with the audience of the site; Technologies of display advertising on the Internet; Technologies of contextual advertising on the Internet; Search engine optimization. Optimization for social networks (Social Media Optimization). Methods for creating a virtual community of an Internet project; Media Planning. Analysis of the effectiveness of online advertising. Web analytics.

The course introduces master students to the structure, internal organization and functioning principles of the modern electronic market segments; forms the skills of planning and conducting marketing campaigns in these segments, analyzing the effectiveness of such campaigns, highlighting strategic problems and solutions. The basic strategies of the Internet usage as an online media environment for promoting brands, goods and services, the experience of Russian and international companies in their formation and implementation, as well as modern marketing tools in the online space, platforms and services for marketing analysis are considered.

The development of this discipline will allow to acquire skills in the formation and implementation of a company's marketing policy in the Internet environment to increase the competitiveness of business, to collect and analyze information about the electronic market, and to master the tools for qualitative and quantitative analysis of the online business environment.

**Workload of the discipline is** 6 ECTS, 216 hours.

**Language of instruction:** English.

**Course midterm control** is conducted in the form of final projects presentation.