

DIGITAL MARKETING

Course code	<i>MNG234</i>
Compulsory in the programmes	<i>Business Management and Marketing</i>
Level of studies	<i>Bachelor Studies</i>
Number of credits	<i>6 ECTS: 24 hrs. lectures, 24 hrs. practice, 112 hours of self-study, 2 hours of consultations</i>
Course coordinator (title and name)	<i>Lecturer Marius Raugalas</i>
Prerequisites	<i>Marketing Principles</i>
Language of instruction	<i>English</i>

Course description

Digital marketing is the discipline of using the internet and other digital technologies to reach customers and to meet their needs profitably. It is a core function of any business and while its core principles are the same as those of marketing in general, it requires specific and always evolving knowledge and skills to be performed successfully. In this elective course, you will learn the key frameworks for analysing, planning and optimizing your digital marketing activities. This includes situation/market data analysis, formulation of goals, strategy and value proposition, budget, channel and schedule decisions, creative implementation, and finally measurement and optimization processes. You will understand how to think about the online customer journey and what role different earned, owned and paid online channels play in supporting your objectives. It covers optimisation of your own website, social networks such as Facebook, organic and paid search ads through Google, Programmatic and Direct Display and Video ads, Emails, Affiliates and many other channels. The course equips students with cutting-edge theory during lectures combined with practical skills gained through analysing case studies and participating in real life project(s).

Course aim

The course aims at providing balanced and well-designed training in the principles of digital marketing. The syllabus is a combination of theoretical knowledge and practical skills. By the end of this course, the students will be able to understand the core processes of planning and executing a digital marketing strategy by employing the major online channels.

Course learning outcomes (OLC)	Degree level learning objectives (Number of LO)	Study methods	Assessment methods
OLC 1. The student is able to explain and apply the key terms, definitions and concepts relating to digital marketing.	BLO1.1. BLO1.2.	Regular lectures with key theories, practical seminars using international case studies, and a real-life project to create a campaign for a partnering company	Seminar participation, individual case study assignment, group real life project, final exam
OLC 2. The student can analyse and discuss the trends and critical issues brought on by digital technologies and how it affects business.	BLO3.1. BLO3.2.		
OLC3. The student is able to work in a team, to present work results in written or oral form and to argue decisions.	BLO4.1. BLO4.2. BLO4.3.		
OLC4. The student can understand the measures allowing to evaluate the digital marketing effectiveness	BLO1.1. BLO1.2.		
OLC5. The student can build an actionable digital strategy that aligns with organizational goals based on consumer and market insights.	BLO1.1. BLO1.2.		

Quality management

The quality of the course is assured by diverse set of teaching methods, interim knowledge assessment, updated and relevant learning materials and mix of individual and group in-class assignments.

Cheating prevention

Individual tasks assigned for homework, individual testing and group workshops are forms to prevent cheating. The ISM regulations on academic ethics, including cheating (see: *ISM regulations*) are fully applied in the course during the entire semester.

Course outline

#	Topic	Course hours		Required material
		Theory	Practice	
1	Marketing fundamentals	2	2	-
2	Digital marketing strategy and planning	2	2	-
3	Content marketing	2	2	-
4	Website optimization	2	2	-
5	Search Engine Optimization	2	2	-
6	Paid traffic: Social media, Display and Search advertising	2	4	-
7	Email Marketing	2	2	-
8	Website / Google Analytics	2	2	-
9	Campaign measurement, reporting & analysis	2	4	-
10	Group real life project	-	8	-
		18	30	Total

Final grade composition

Type of assignment	Final grade, %
<u>Group components 40%</u>	
Group real life project presentation	40%
<u>Individual components 50%</u>	
Final exam	30%
Simulation game	20%
Attendance and participation	10%
Total:	100%

Group real life project (40%). Students will need to develop and launch a real digital marketing campaign for an assigned company, and prepare a presentation summarizing their strategy, justifying key decisions and evaluating the results.

Final exam (30%). The final exam will cover the topics covered during regular lectures. It will be closed book and closed note exam. It will consist of multiple-choice questions and be given in class according to the schedule.

Simulation game (20%). Students will be required to take part in a digital marketing simulation game individually, and their performance will be measured and graded.

Attendance and participation (10%). Students will be get extra grade credit for attendance in regular and guest lectures, and for completing seminar assignments.

The final grade for the course is calculated according to the accumulative formula as indicated in the Guidelines for the Bachelor Studies at ISM. Negative grades (below 5) are not included into the accumulative grading system. The individual and group work evaluations are of accumulative origin with respect to the final evaluation taking into account only positive evaluations of each assignment. Students who receive a failing final grade shall have the right to re-take the exam, which will comprise 30% of the final grade.

Additional remarks

Self-study. The large component of the class is based on self-study. The lectures are there only to guide you. The responsibility to study and advance in the subject rests with you as a student.

Participation. You will receive two “free” absences. Consider these your sick or personal days. You should save these in case you become ill, have a family emergency or job interview. Attendance starts the first day of class.

Deadlines. All assignments must be submitted at the specified day and time and late submissions will not be accepted. True medical or family emergencies will be dealt with on a case-by-case basis.

Problems with group work. Where group work is set and a group is experiencing difficulties, the students should approach their lecturer to try to resolve these differences. The lecturer will counsel the group, or individuals from the group, on the procedures open to them to resolve group problems (the problem should be raised prior to the work being completed or handed in).

Ethics. The strength of the university depends on academic and personal integrity. In this course, you must be honest and truthful. Ethical violations include cheating on exams, plagiarism, reuse of assignments, improper use of the Internet and electronic devices, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty and unfair competition.

USE OF GENERATIVE ARTIFICIAL INTELLIGENCE

All course participants must comply with the ISM University of Management and Economics Artificial Intelligence Policy published on the e-learning platform. Generative AI may support students’ work, but it may not replace their own analysis, judgement and decision-making. Students remain fully responsible for the accuracy, quality and integrity of all submitted and presented work.

Group real life project (40%)

The use of generative AI is permitted and encouraged where relevant to the project. Students may use AI tools to support market and customer analysis, idea generation, campaign planning, content development, channel selection, creative execution, data analysis and interpretation, and preparation of presentation materials.

However, the campaign strategy, key decisions, interpretation of results and final recommendations must reflect the group’s own analysis and judgement. Students must be able to explain and justify all major campaign decisions and critically evaluate any AI-generated outputs. Factual claims and AI-generated information must be verified against credible sources.

Simulation game (20%)

The simulation game is an individual assessment. AI may be used only where explicitly permitted by the simulation rules or the course instructor. Where AI support is not explicitly permitted, students must make simulation decisions independently. The decisions and performance evaluated in the simulation must reflect the student’s own understanding and application of digital marketing concepts.

Seminar assignments and participation (10%)

Students are expected to participate actively in seminar activities and demonstrate their own understanding of the course material. AI may be used for preparation, clarification of concepts, exploration of examples and idea generation. For in-class tasks, AI may be used only where explicitly permitted by the instructor. Students must be able to explain and defend any answers or recommendations they provide.

Final exam (30%)

The final exam is individual work. The use of generative AI or other automated assistance during the examination is not permitted and will be treated as cheating. AI may be used for exam preparation, for example to explain concepts, generate practice questions or support self-testing, but the knowledge demonstrated in the examination must be the student’s own.

Required study materials

TEXTBOOK:

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CASE STUDIES:

Access will be provided after the start of the course

ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

*International Business and Communication,
Business Management and Marketing,
Finance,
Industrial Technology Management,
Entrepreneurship and Innovation*

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes:

*Economics and Data Analytics,
Economics and Politics*

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper