UNIVERSITY OF MANAGEMENT AND ECONOMICS

DIGITAL MARKETING AND GROWTH HACKING

Course code	*MNG259*
Compulsory in the programmes	*Compulsory*
Year of study	*2*
Semester	*Autumn*
Level of studies	*Undergraduate*
Number of credits	*6 ECTS (48 in-class hours; 6 consultation hours; 2 examhours; 104 hours of individual work)*
Course coordinator (title and name)	*Radvilas Šeputis*
Studies form	*In class*
Language of instruction	*English*

THE AIM OF THE COURSE:

The course aims at providing balanced and well-designed training in the principles of digital marketing, especially focusing on inbound and outbound marketing, various online platforms, tools and techniques, such as Google, social networks, and influencers. A particular focus will be given to tracking success in digital marketing and growth hacking, as a new field in marketing focused on growth.

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 and be able to apply growth hacking techniques in developing their business ideas.

MAPPING OF COURSE-LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE-LEVEL LEARNINGOBJECTIVES (See Annex), ASSESSMENT AND TEACHING METHODS

Course level learning outcomes	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. The student is able to explain and apply the key terms, definitions and concepts relating to digital and social marketing.	LO4	Exam	Lectures
CLO2. The student can analyze and discuss the trends andcritical issues brought on by digital technologies and how it affects business.	LO1 LO2 LO4	Written reports, discussion assignment	Lectures, workshops, trends
CLO3. The students are able to identify the best tools to manage and measure the performance of social and digitalmedia content and campaigns	LO4 LO8 LO15	Written reports, discussion assignments	Lectures, workshops
CLO4. The student can build an actionable digital strategy that aligns with organizational goals based on consumer and marketinsights.	LO4 LO7 LO8 LO9	Written reports	Lectures, discussions, case studies

	LO15		
CLO5. The students can assess the ethical and legal environment in which social and digital media operates.	LO2 LO7	Written reports, discussion assignments	Case studies
CLO6. The students can understand the principles of engagingcontent for different social and digital media channels.	LO7 LO15	Written reports, discussion assignments	Lectures, workshops

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism, are fully applicable and will be strictly enforced in the course. Academic dishonesty and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM reminds students that they are expected to adhere to and maintain the same academic honesty and integrity that they would in a classroom setting.

The current structure of the course reflects regular student feedback that is highly appreciated and collected both formally (after completing the course) and informally (during the course). The variety of learning methods used in the course assumes regular check-ups including student presentations during workshops, as well as the final research project evaluation allowing for student guidance regarding the individual learning progress.

COURSE OUTLINE

Week	TOPIC (Lectures)	IN-CLASS HOURS	
		In-class hours	Readings
1	Foundations of digital and social marketing	4	[2] Ch 1
2	Strategic approach to digital and social marketing. Applications of inbound andoutbound marketing. Online research	4	[2] Ch 4
3	Digital marketing funnel	4	[2] Ch 5
4	Digital brand experience design	4	[1] Ch 15
5	Choosing social and digital options (Google vs. social networks) for target,message and idea.	4	[1] Ch 16
6	Visuals on digital and social media	4	[1] Ch 5
7	Digital copywriting. Principles of persuasion.	2	[1] Ch 9
8	Advertising on social media. Search and display advertising ecosystems	4	[1] Ch 13, 8, 11
9	Influencer marketing	4	[2] Ch 12
10	Growth hacking – differences from traditional online marketing, GrowthHacking mindset and process, funnel, pull & push tactics, retention	4	[4] Ch 1-4, 5-6, 9

10	Growth hacking – tools and techniques: tracking success (Google Tag Manager, Google Analytics, Hotjar, etc); conversion rate optimization, ArtificialIntelligence in marketing, web scraping, chatbots, API's, etc.		4	[4] Ch 10
11	Ethics in digital landscape		4	[2] Ch 15
	Pre-exam discussion & review of key course material		2	
		Total:	**48**	
	CONSUTLATIONS		6	
	FINAL EXAM		2	

FINAL GRADE COMPOSITION

Type of assignment	Evaluation (%)
Group components 70%	
Discussion assignments	25
Written assignments	45
Individual components 30%	
Final exam	30
Total:	**100**

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Final exam. The final exam covers material from topics 1-11 (including the required reading). The exam will consist of multiple-choice and open-ended questions and be given in class according to the schedule. Note that questions are comprehension and application, so you must know the definition but also know how concepts are applied in real marketing situations.

Discussion assignments. This is where exploratory learning happens, and ideas and perspectives can be presented beyond the readings and assignments. The discussion questions will be presented for each class based on case studies. Opinions and arguments must be supported with citations to readings, research and relevant examples. In an online semester, the discussion will happen in posts and comments on the eLearning system. In an on-campus semester, discussions will happen during the seminars.

RETAKE POLICY

If the final (cumulative) mark of the course, including the final exam score, is insufficient, students will be allowed to exercise their right to retake. The retake exam will cover all lectures and case-discussion topics discussed in class during the course. It will replace the final exam grade and will account for 30% of the final grade. Acquired scores from all assignments will be summed up, and the final (cumulative) grade will be given. The lecturer reserves the right to choose the form of the exam.

RECOMMENDED READINGS

1. Stokes (2018) eMarketing - the essential guide to marketing in a digital world. Red&Yellow. Free download here.

2. Quesenberry (2020) Social Media Strategy 3rd edition.

3. Hootsuite Student Academy 'Social Marketing training'

4. Neil Patel & Taylor Bronson (2013) The Definite Guide to Growth Hacking, available online here