UNIVERSITY OF MANAGEMENT AND ECONOMICS

DIGITAL MARKETING AND GROWTH HACKING

Course code	*MNG259*
Compulsory in the programmes	*Entrepreneurship and Innovation*
Level of studies	*Undergraduate*
Number of credits	*6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 106 individual work hours)*
Course coordinator	*Radvilas Šeputis*
Prerequisites	*Marketing Principles*
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 LEARNING OBJECTIVES (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.	BLO1.1.	Exam	Lectures
CLO2. The student can analyze and discuss the trends andcritical issues brought on by digital technologies and how it affects business.	BLO1.1. BLO1.2. BLO4.1	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	BLO3.1 BLO3.2	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.	BLO1.2. BLO4.1	Written reports	Lectures, discussions, casestudies
CLO5. The students can assess the ethical and legal environment in which social and digital media operates.	BLO1.2. BLO4.1	Written reports, discussion assignments	Case studies
CLO6. The students can understand the principles of engaging content for different social and digital media channels.	BLO4.1	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 (class)	TOPIC (lectures)	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 and outbound 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, Artificial Intelligence 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.

Written assignments. Students will need to submit written assignments that demonstrate their understanding and ability to apply concepts discussed in class to specific cases or challenges.

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 of retake. The retake exam will cover all lectures and case-discussion topics discussed in class during the course. It will be

UNIVERSITY OF MANAGEMENT
AND ECONOMICS

APPROVED BY
THE STUDY COMMISSION
Minutes No. 02-12-2025-13
as of 26th August 2025

held during the last week of the exam session and will replace 30% of the group tasks and the final exam. 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.

ISM UNIVERSITY OF MANAGEMENT AND ECONOMICS

ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the <u>Bachelor of Business Management</u>
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