


**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
WEST UKRAINIAN NATIONAL UNIVERSITY
LAW FACULTY**

Approved
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Nadia MOSKALYUK
« 31 » АВГУСТА 2023



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« 31 » АВГУСТА 2023



**Work program
discipline**

«Digital Marketing»

Higher education degree - bachelor
Field of knowledge - 29 International relations
Specialty - 293 International law
Educational and professional program – «International law»

Department of International Economic Relations

Form of study	Study year	Semester	Lectures	Practical classes	Individual work	Training, CPIT	Student-self study	Total	Exam/Credit
Full-time	2	4	28	14	3	6	99	150	Credit

31.08.2023
[Signature]

The work program was prepared by Candidate of Economic Sciences, Associate Professor Oleksiy VOYTENKO.

The work program was considered and approved at the meeting of the Department of International Economic Relations, Protocol No. 1 dated August 29, 2023.

Head of Department



Roman ZVARYCH

Considered and approved by the Support group of specialty 293 International law, Protocol No. 1 dated August 31, 2023.

Head of the SGS



Yaryna ZHUKORSKA

Guarantor of EP



Liudmyla SAVANETS

STRUCTURE OF THE COURSE “DIGITAL MARKETING”

1. 1. Course Description “Digital Marketing”

Course title – Digital Marketing	Field of knowledge, specialty, educational and professional program, higher education degree	Course characteristics
Amount of ECTS credits: 5	Field of knowledge - 29 «International relations»	Discipline status Selective Language of learning English
Amount of credit modules: 3	Specialty – 293 «International law»	Study year – 2 Semester – 4
Amount of content modules: 5	Educational and Professional Program - 293 International Law	Lectures – 28 Seminars – 14
Total amount of hours: 150	Higher education degree – Bachelor	IWS – 3 Training, CPIA – 6 Student self-study – 99
Weekly workload – 10, including in-class – 3		Form of final control: credit

1. The purpose and objectives of the discipline "Digital Marketing"

2.1. The purpose of studying the discipline.

Goal disciplines "Digital Marketing" - formation of students' knowledge in the field of theory and practice of digital marketing; their acquisition of skills and abilities to independently develop digital marketing strategies, choosing the necessary channels and tools of digital marketing communication, mastering the necessary skills for working with databases, programs that ensure the work of users in computer networks, as well as with specialized information technologies and systems in the economic in the field of digital marketing.

2.2. The task of studying the discipline.

- to provide students with the necessary knowledge in the field of planning marketing activities on the Internet;
- to form skills and abilities in the use of digital marketing tools when conducting commercial and non-commercial activities;
- teach students to use modern software products, information systems and other digital technologies in their professional activities;
- to form students' understanding and awareness of the Internet as a means of digital communication;

- to acquaint students with the possibilities, key technologies of communication work on the Internet in the context of the tasks facing an advertising and public relations specialist;
- to teach students the basic principles of evaluating the effectiveness of digital marketing activities;
- to acquaint students with the postulates and specifics of writing publications on the Internet and e-mail letters;
- to develop skills and abilities to work with search engines, advertising networks;
- to acquaint students with the features of digital marketing on mobile platforms in the context of the Internet of Things.

3. Program of the academic discipline "Digital Marketing"

Content module 1.

Topic 1. The role of digital marketing in the modern business environment

History of Internet development. The term "digital marketing". The place of digital marketing in the structure of modern marketing. Digital marketing as a subject of research. Basic components of digital marketing.

Topic 2. Peculiarities of the audience on the Internet

The structure of the Ukrainian and international Internet audience. Searching for information in the virtual economy. Marketing research in the virtual economy. Methodology of marketing analysis of websites.

Topic 3. Consumer behavior in the digital communication environment

Basic principles of working with the website audience. Classification of consumers in relation to the Internet project. The influence of advertising promotions and other factors on the composition of the site's audience. Dynamics of site audience formation and change under the influence of advertising and other factors. Consumer flows that transfer them from one category to another. The impact of advertising and site quality on the size of these flows.

Topic 4. Principles of site activity and its information capabilities

The website as a marketing tool. The place of the website in the company's activities. Features and types of websites. Communication capabilities of the site. Site communication services. Principles of site design effective for promotion on the Internet.

Topic 5. Search systems on the Internet. External search optimization of the site

The main search engines of the Internet in Ukraine and abroad. The history of the emergence, essence and development of the independent zone of search engines.

The concept of SEO, its history and development. Methods of SEO optimization. The external environment and its significance for the site.

Topic 6. Internal search optimization of the site

Work with internal optimization. The semantic core of the site. The dynamics of the development of the internal and external environment. "Grey" methods of optimization.

Topic 7. Marketing in social networks. Main social networks

Basic concepts related to social media services on the Internet. Key social networks in Ukraine and abroad. SMM marketing tools. Tags

Theme 8. Thematic social platforms, messengers and the blogosphere

Chat bots. Social commerce. Peculiarities of promotion of the market object in social services. Bookmarks (bookmarking). Games in social networks. AdverGaming – placement of advertisements in online games. Podcast marketing. Blogs and the blogosphere.

Content module 2.

Topic 9. Network reputation management

The main differences between online and traditional PR. SERM. The main tools of PR on the Internet. Low-budget PR. Information dissemination laws. Personal branding. Features of media on the Internet.

Topic 10. Contextual advertising

Advertising in Internet search engines in Ukraine and abroad. Contextual, media-contextual and media advertising. The main services that provide contextual advertising services. Advantages and disadvantages of contextual advertising.

Topic 11. Banner advertising

Basic concepts related to banner advertising of the market object. Full-scale banner campaign. Impulse resource support. Supporting campaign. Targeting. Traffic redistribution. Banner brokers. Brokers of advertising sites. Advantages and disadvantages of banner exchange. Banner advertising burnout effect. Exchange links. The practice of using banner advertising.

Topic 12. Direct marketing on the Internet. Services of e-mail distribution

Features of direct digital marketing. Personalization of appeals. The importance of the e-mail marketing system. Email address databases and their segmentation. Services of automated e-mail mailings.

Topic 13. Digital marketing strategies

Formation of digital marketing strategies based on key factors depending on the object of promotion. Stages of digital marketing strategies. Interrelationship of the life cycle of the product and the used means of Internet promotion. Increasing the loyalty of the company's client for the purpose of repeat sales.

Topic 14. Mobile digital marketing

Development of mobile Internet and mobile marketing. SMS billing. Integration of web resources and SMS services. The importance of mobile sites and applications in the company's marketing activities.

Topic 15. Analysis of the effectiveness of digital marketing

The concept of performance measurement in digital marketing. Online measurement methods: collected data, visitor identification, derived data, analysis tools. Analysis of the advertising company on the value of the client and conversion. Analysis of the results of marketing activity.

**4. Credit structure of the discipline
“Digital Marketing”**

A program of meaningful modules	Number of hours					Control measures
	Lectures	Practical occupation	IWS	Training, CPIA	SSS	
Content module 1.						
Topic 1. The role of digital marketing in the modern business environment	1	2	2	3	7	Current survey

Topic 2. Peculiarities of the audience on the Internet	1				6	Current survey
Topic 3. Consumer behavior in the digital communication environment	2	2			7	Standardized tests
Topic 4. Principles of site activity and its information capabilities	2				6	Group tasks
Topic 5. Search systems on the Internet. External search optimization of the site	2	2			7	Standardized tests
Topic 6. Internal search optimization of the site	2				6	Current survey
Topic 7. Marketing in social networks. Main social networks	2	2			7	Current survey
Theme 8. Thematic social platforms, messengers and the blogosphere	2				8	Calculations, credit module testing and surveys
Content module 2.						
Topic 9. Network reputation management.	2	2			7	Current survey
Topic 10. Contextual advertising	2				6	Current survey
Topic 11. Banner advertising	2				7	Standardized tests
Topic 12. Direct marketing on the Internet. Services of e-mail distribution	2	2	1	3	6	Group tasks
Topic 13. Digital marketing strategies	2					
Topic 14. Mobile digital marketing	2	2			6	Student presentations, Current survey
Topic 15. Analysis of the effectiveness of digital marketing	2				6	Current survey, practical tasks
TOGETHER	28	14	3	6	99	

5. Seminar's topics

Seminar 1

Topic 1: The role of digital marketing in the economy of the digital age

Goal:Get acquainted with modern trends in the development of theoretical foundations and practice of digital marketing

Questions for discussion:

1. History of Internet development;
2. The place of digital marketing in the structure of modern marketing.
3. Digital marketing as a research subject;
4. Basic components of digital marketing.

Topic 2: Peculiarities of the audience on the Internet

Goal:Familiarize yourself with the characteristics of the Internet audience

Questions for discussion:

1. The structure of the Ukrainian and international Internet audience.
2. Searching for information in the virtual economy.
3. Marketing research in the virtual economy.
4. Methodology of marketing analysis of websites.

Seminar 2

Topic 3: Consumer behavior in the digital communication environment

Goal: Learn to choose optimal forms of communication with consumers via the Internet

Questions for discussion:

1. Basic principles of working with the website audience.
2. Classification of consumers in relation to the Internet project.
3. Consumer flows that transfer them from one category to another.
4. The impact of advertising and site quality on the size of these flows.

Topic 4: The principles of the website and its information capabilities

Goal: Learn how to choose the necessary website functionality according to the purpose of its use

Questions for discussion:

1. Website as a marketing tool;
2. The place of the website in the company's activities.
3. Features and types of websites.
4. Communication capabilities of the site.
5. Principles of site design effective for promotion on the Internet.

Seminar 3

Topic 5: Search systems on the Internet. External search optimization of the site

Goal: Familiarize yourself with the principles of algorithms for issuing search query results on the Internet, the basics of SEO optimization

Questions for discussion:

1. The main search engines of the Internet in Ukraine and abroad.
2. The history of the emergence, essence and development of the independent zone of search engines.
3. The concept of SEO, its history and development.
4. Methods of SEO optimization.
5. The external environment and its significance for the site.

Topic 6: Internal search optimization of the site

Goal: Learn how to position a website in search engines and increase the site's position in search engine results for certain user queries by optimizing internal links, site structure and semantic core

Questions for discussion:

1. Work with internal optimization. The semantic core of the site.

2. The external environment and its significance for the site.
3. The dynamics of the development of the internal and external environment.
4. "Grey" methods of optimization.

Seminar 4

Topic 7: Marketing in social networks. Main social networks

Goal: Learn how to use social media as a marketing tool

Questions for discussion:

1. Basic concepts related to social media services on the Internet.
2. Key social networks in Ukraine and abroad.
3. SMM marketing tools. Tags

Theme 8: Thematic social platforms, messengers and the blogosphere

Goal: Learn to use additional social media tools and get familiar with blogging

Questions for discussion:

1. Chat bots.
2. Social commerce.
3. Peculiarities of promotion of the market object in social services. Bookmarks (bookmarking).
4. Games in social networks. AdverGaming – placement of advertisements in online games.
5. Podcast marketing.
6. Blogs and the blogosphere.

Seminar 5

Topic 9: Network reputation management

Goal: Learn how to manage your reputation on the Internet

Questions for discussion:

1. The main differences between online and traditional PR. SERM.
2. The main tools of PR on the Internet.
3. Low-budget PR.
4. Information dissemination laws.
5. Personal branding.
6. Features of media on the Internet.

Topic 10: Contextual advertising

Goal: Learn how to plan and run contextual advertising

Questions for discussion:

1. Advertising in Internet search engines in Ukraine and abroad.
2. Contextual, media-contextual and media advertising.
3. The main services that provide contextual advertising services.
4. Advantages and disadvantages of contextual advertising.

Topic 11: Banner advertising

Goal: Learn how to plan and run banner (media) advertising Questions for discussion:

1. Basic concepts related to banner advertising of the market object.
2. Full-scale banner campaign.
3. Impulse resource support. Supporting campaign. Targeting. Traffic redistribution.
4. Banner brokers. Brokers of advertising sites.
5. Advantages and disadvantages of banner exchange.

Seminar 6

Topic 12: Direct marketing on the Internet. Services of e-mail distribution

Goal: Learn to form relevant appeals and content, segment the audience in direct marketing on the Internet.

Questions for discussion:

1. Features of direct digital marketing.
2. Personalization of appeals.
3. The importance of the e-mail marketing system.
4. Email address databases and their segmentation.
5. Services of automated e-mail mailings.

Topic 13: Digital marketing strategies

Goal: Learn how to create digital marketing strategies

Questions for discussion:

1. Formation of digital marketing strategies based on key factors depending on the object of promotion.
2. Stages of digital marketing strategies.
3. Interrelationship of the life cycle of the product and the used means of Internet promotion.
4. Increasing the loyalty of the company's client for the purpose of repeat sales.

Seminar 7

Topic 14: Mobile digital marketing

Goal: Learn how to effectively use mobile marketing and measure its effectiveness

Questions for discussion:

1. Development of mobile Internet and mobile marketing.
2. Integration of web resources and SMS services.
3. The importance of mobile sites and applications in the company's marketing activities.

Topic 15: Analysis of the effectiveness of digital marketing

Goal: Learn how to measure the effectiveness of digital marketing

Questions for discussion:

1. The concept of measuring the effectiveness of digital marketing;
2. Measurement methods on the Internet;

3. Analysis of the advertising company on the value of the client and conversion;
4. Analysis of the results of marketing activity.

6. Training, Complex Practical Individual Assignment

Training: organization and conducting

Topic: conducting a comprehensive assessment of the effectiveness of the company's website for the current month using the Google Analytics analytical system.

Procedure:

1. Introductory part: familiarizing students with the subject of the training class and mastering the Google Analytics system.
2. Practical part: performance of tasks by students according to an individual task; drawing up a short report. Main tasks: a) analysis of incoming traffic; b) analysis of visitor behavior on the website; c) analysis of intermediate and final conversion.
3. Summary: discussion of the results of completed tasks.

Organisation and conducting of Complex Practical Individual Assignment (CPIA)

Each student completes an individual task from the discipline "Digital Marketing". CPIA consists in the development of a technical task for creating a website on the Internet.

The terms of reference for site development must contain the following mandatory sections:

1. Input data
 - 1.1. The purpose of creating the site
 - 1.2. General system requirements
 - 1.3. Software and hardware requirements
2. Site template
 - 2.1.1 Purpose of tags
 - 2.1.2. Heather
 - 2.1.3. Brief description
 - 2.1.4. CtA (Call to action) button (and form)
 - 2.1.5. footer
3. Artistic task
4. Appendices
 - 4.1. Translation
 - 4.2. Robots.txt

As well as additional services, modules that are appropriate for this type of business. Additional pages (legal terms and guarantees, blog, etc.) should be described separately.

The topic (object of study) of the CPIA is chosen by each student individually and agreed with the teacher.

7. Student self-study

The following list of questions is submitted for full and partial independent study:

No	Topic
1.	The main stages of the development of the Internet.
2.	History of Internet business development in Ukraine.
3.	Quantitative and qualitative characteristics of the Internet audience.

4.	Integrated digital marketing.
5.	The place of a website in the activities of an international firm.
6.	Functions and types of websites depending on the type of product
7.	CRM on the Internet.
8.	Main search engines, their characteristics.
9.	Quantitative and qualitative approach to optimization.
10.	Incorrect methods of site optimization.
11.	Email history.
12.	Types of electronic mailings.
13.	Organization of own electronic mailings.
14.	Features of Internet advertising.
15.	Types of advertising platforms.
16.	Types of advertising messages on the Internet.
17.	Features of contextual and banner advertising.
18.	Media planning on the Internet.
19.	Information collection system for evaluating the effectiveness of Internet advertising.
20.	Methods of evaluating the effectiveness of Internet advertising.
21.	A comprehensive method of evaluating the effectiveness of Internet advertising.

8. Means of evaluation and methods of demonstrating learning outcomes

In the process of studying the discipline "Digital Marketing", the following evaluation tools and methods of demonstrating learning results are used:

- current survey;
- credit module testing and survey;
- student presentations and performances at scientific events;
- tasks in the appropriate software environment;
- evaluation of the results of KPIZ;
- other types of individual and group tasks.

9. Criteria, forms of current and final control

ASSESSMENT POLICY

Deadlines and Rescheduling Policy. Specific deadlines are set for the completion of individual tasks and control measures. Rearranging modules takes place with the permission of the faculty (institute) directorate if there are good reasons (for example, sick leave).

Academic Integrity Policy. The use of printed and electronic sources of information during control activities and exams is prohibited.

Attendance Policy. Attendance is a mandatory component of the assessment. For objective reasons (for example, quarantine, martial law, illness, internship abroad), training can take place online with the agreement of the course leader..

ASSESSMENT

The final grade (on a 100-point scale) for the course is determined as a weighted average value, depending on the specific weight of each credit component:

Credit Module 1	Credit Module 2	Credit Module 3
30%	40%	30%

1. In-class Student Performance (Testing): 8 topics of 5 points each – max 40 points.	1. In-class Student Performance (Testing): 6 topics of 5 points each – max 30 points.	Preparation and protection of CPIA - max. 80 points
2. Test Paperwork – max 60 points.	2. Test Paperwork – max 70 points.	Participation in trainings - max. 20 points.

Assessment Scale:

University scale	National scale	ECTS
90-100	excellent	A (excellent)
85-89	good	B (very good)
75-84		C (good)
65-74	satisfactory	D (satisfactory)
60-64		E (sufficient)
35-59	unsatisfactory	FX (fail with a possibility of credit repass)
1-34		F (fail with obligatory course repass)

10. Tools, equipment and software, the use of which involves the academic discipline

No	Position	Topic number
1	Laptop	1-15
2	Multimedia complex	1-15
3	PC with Internet access	1-15

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