

**NATIONAL UNIVERSITY OF LIFE
AND ENVIRONMENTAL SCIENCES OF UKRAINE
FACULTY OF AGRICULTURAL MANAGEMENT**

Marketing and International Trade Department



“APPROVED”

Dean of Faculty

of Agricultural Management

Anatolii OSTAPCHUK

“05” 2022 p.

“APPROVED”

Guarantor of Educational Program

“Marketing”

“BB” – Vasyl ZBARSKYI

“29” 04 2022 p.

“APPROVED”

Head of Marketing and International

Trade Department

Ruslan BURLIAK

Protocol # 9 from

“ 29 ” 04 2022 p.

**Working program
of the discipline**

“ DIGITAL MARKETING BASICS ”

specialty 075 “Marketing”

educational program “Marketing”

Faculty of Agricultural Management

Developer: Associate Professor, PhD Olena Mykhailivna Barylovyeh

(position, academic degree, academic title)

KYIV-2022

1. Description of the discipline

Digital Marketing Basics

(name)

Branch of knowledge, direction of training, specialty, educational degree	
Educational degree	Bachelor
Specialty	075 „Marketing”
Characteristics of the curriculum	
Type	Obligatory
The total number of hours	120
Number of ECTS credits allocated	4
Number of content modules	2
Term paper	-
Form of control	<i>Exam</i>
Indicators of academic discipline for full-time forms of training course	
Year	2
Semester	3
Numbers of lectures, hours	30
Numbers of practical classes, hours	30
Independent study, hours	60
Individual tasks	-
Numbers of weekly in-class academic hours for full-time forms of training	4

2. Goal, task and competence training discipline

The purpose of discipline Digital marketing basics is formation in students understanding the basics of modern digital marketing, knowledge in areas of theory and practice of digital marketing; gaining skills and abilities independent development strategies digital marketing, election necessary channels and tools Internet marketing communications, mastery necessary skills work with bases data programs, and also with specialized informational technologies and systems in economic sphere digital marketing.

Tasks of discipline "Digital marketing basics» are receiving knowledge in the sphere of digital marketing technologies, mastering the basic methods and technologies of product (service) promotion in the Internet network, promotion sites in Internet and effective using of the most popular digital marketing technologies.

In the result of study students should

know:

- theoretical aspects and features of marketing in the Internet network;
- basic concept and categories digital marketing and promotion goods;
- services in Internet network;
- planning marketing activities in networks Internet;
- features of digital marketing tools in commercial and non-profit activities;
- modern software products informational systems and others digital technologies in professional activity;
- basic principles of Internet marketing activities efficiency estimation;
- principles search engines systems work, advertising networks;
- opportunities of key technology communication work in the Internet;
- technology development, optimization and promotion of websites;
- features of the use of content marketing in website promotion;
- features of attracting the target audience through the website and Internet advertisements;
- specifics of writing publications on the Internet and email;
- features of social networks and principles of their work.

be able:

- use digital marketing tools;
- apply modern software products informational systems and other digital technologies in professional activity;
- elaborate strategy of digital marketing;
- create quality textual and graphic content that meets the goal of functioning web pages or another forms of representation in Internet;
- audit the website, design the website, optimize the existing one website depending from tasks;
- collect and analyze data, necessary for solution;

- organize advertising campaign in Internet;
- evaluate the effectiveness and efficiency of campaigns and tools of digital marketing;
- form new competitive ideas to implement digital marketing projects.

Acquisition of competencies:

General competencies: 4, 5, 6, 13, 14

Special competencies: 13, 14

3. Program and structure training discipline for:

Content module 1. Basic aspects of digital marketing

Topic 1. Introduction to digital marketing

The essence of digital marketing. Stages of customer journey. Channels and instruments of digital marketing.

Topic 2. Customer journey and peculiarities of customer behavior at each stage

Marketing funnel. Customer journey and its stages. Types of customer behavior in digital environment

Topic 3. Stages of building digital marketing system

Understanding the current situation. Setting goals. Defining target audience and creating positioning. Analyzing competitors. Finding channels with target audience. Making digital audit. Developing a work plan for the project.

Topic 4. Digital marketing strategies

The essence and types of Internet marketing strategies. Formation of Internet marketing strategies based on key factors depending on the object of promotion. Stages of development of Internet marketing strategies. The relationship between the life cycle of the product and the means of Internet promotion. Increasing the loyalty of the company's customer for the purpose of resale.

Content module 2. Tools of digital marketing

Topic 3. Website development

Types of websites. Website structure. Stages of designing the website. Website prototype.

Topic 4. Instagram

Creating, designing and setting up the profile. Linking with FB: basic regulations. Setting up advertising.

Topic 5. Facebook

Creating, designing and setting up a profile. Setting up advertising.

Topic 6. Google Ads

Creating an advertising account in Google Ads. Working with semantics. Creating search ads. Setting search campaign. Types of campaigns in Ads. Display network.

Structure of the course

Topics	Hours						
	weeks	total	including				
			lectures	pract	lab	indiv	indep
1	2	3	4	5	6	7	8
Basic aspects of digital marketing							
1.Introduction to digital marketing	1-2	15	4	4			7
2. Customer journey and peculiarities of customer behavior at each stage	3-4	15	4	4			7
3.Stages of building digital marketing system.	5-6	15	4	4			7
4. Digital marketing strategies	7	11	2	2			7
Total for module 1	56		14	14			28
Tools of digital marketing							
5.Website development	8-9	16	4	4			8
6.Instagram	10-11	16	4	4			8
7.Facebook	12-13	16	4	4			8
8.Google Ads	14-15	16	4	4			8
Total for module 2	64		16	16			32
<i>Total for the course</i>	120		30	30			60

4. Seminar classes topics

№ s / n	Name topics	Number of hours
1		
2		
...		

5. Practical classes topics

№ s / n	Name topics	Number of hours
1	Introduction to digital marketing	4
2	Customer journey and peculiarities of customer behavior at each stage	4
3	Stages of building digital marketing system	4
4	Digital marketing strategies	2
5	Website development	4
6	Instagram	4
7	Facebook	4
8	Google Ads	4

6. Topics classes topics

№ s / n	Name topics	Number of hours
1		
2		
...		

7. Control question, kits tests for definition equal assimilation knowledge students.

SUBJECT CONTROL QUESTIONS **with disciplines: "Foundations digital marketing »**

1. Explain the revolutionary appearance of Internet in modern society.
2. Describe the story of Internet creation and motivating reasons.
3. Name basic phenomena and laws, what contribute formation global hypermedia information systems.
4. Give a comparative description of the main trends and driving forces in traditional and virtual economy.
5. Name main benefits of Internet compared to traditional economy for maintenance of business and effective marketing.
6. Supporting elements of the functioning of marketing activities of virtual enterprises and organizations.

7. Identify basic factors that influenced on digital marketing development.
8. Define digital marketing. List the possibilities of digital marketing.
9. Comment on the features of digital marketing compared to traditional marketing.
10. Name the main organizations of marketing research on the Internet.
11. Describe the main methods and means of finding information on the Internet.
12. The essence and types of users identification methods.
13. Name methods of receiving and processing of statistical data about users behavior on website.
14. Describe basic directions of environment formation on the Internet.
15. Give characteristic of basic sources of secondary information online.
16. Name main search engine systems and their features.
17. What such metasearch systems and which their specifics in granting information?
18. Formulate the main assembly rules of questionnaires online.
19. Which of the marketing agencies monitor the Internet audience?
20. Explain concept "core audience".
21. List and describe the main criteria for classifying the audience in Internet environment.
22. What is "Internet penetration"? Which countries are characterized by maximum value of this indicator? Why?
23. Which categories of sites cause biggest interest for audience in Ukraine?
24. Formulate the concept of "marketing strategy" in context topics training assistance.
25. What such « network readiness enterprises?
26. List the features of each sector of the Internet Value Cost Matrix.
27. Which opportunities gives using in activities virtual enterprises "Matrix value Internet business ".
28. How to experience the development of specific strategic decisions in the field Internet marketing maybe to be used Ukrainian entrepreneurs?
29. Name strategic decision most often used domestic entrepreneurs for maintenance business in Internet.
30. Name the features of marketing communication policy on the Internet.
32. Describe methods estimates efficiency advertising in Online.
33. Explain with examples the peculiarities of the use of affiliate programs.
34. Describe the stages of interaction of Internet users with advertising information.

35. What types of formats of advertising materials exist on the Internet?
36. Describe the methods banner placement advertising.
37. Name the main types of virtual communities.
38. What is it "Social networks"?
39. Name the factors influencing pricing on the Internet.
40. Classification of virtual intermediaries.
41. Name motivation of shopping by Internet.
42. Which groups of material goods have the biggest suitability for sales in Internet?
Mark their shares in general sales volume.
43. List categories of service and support goods in Internet.
44. What are the methods of keeping the user and potential buyer on the web-site?
45. Define Internet advertising. Name the main types of Internet advertising.
46. Describe the decision in the sphere of Online advertising.
49. Give definition of banner advertising. Name methods of banner advertising and choice criteria of advertising playgrounds.
50. Name rules registration website in search engines systems and catalogs.
51. Name basic characteristics of advertising with using electronic mail and advertising on boards advertisement.
52. Describe affiliate programs as method of involvement new visitors.
53. Name basic directions organizations connections from the public in Online.
54. Give definition of Internet branding. Name features Internet-brands.
55. List factors that affect formation of brands in Internet.

**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ
УКРАЇНИ**

ОС «Бакалавр» напрямок підготовки/ спеціальність 075 «Маркетинг»	Кафедра маркетингу та міжнародної торгівлі 2022 -2023 навч. рік	ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 1 з дисципліни «Digital marketing basics»	Затверджую Зав. кафедри <hr/> (підпис) Буряк Р.І. (ПІБ) 20 р.
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1. Stages of customer journey and main instruments that are used at every stage.
2. Types of campaigns in Google Ads.
3. Test task:

1. Key elements effective landing:

1	Button call to actions
2	Ice form
3	Unique trade offer
4	Main title

2. Install sequence procedures of Website creation:

1	A. Programming Website
2	B. Publication Website in networks
3	C. control and activity analysis Website
4	D. gathering and analysis information
5	E. development design and grouping content
6	F. promotion Website

3. Which words missed in sentence (definition).

... Internet marketing is a set of marketing tools and activities aimed at increasing targeted traffic to the site from search engines.	<i>(у бланку відповідей подати одним словом)</i>
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4. URL is:

1	website name
2	address resource in Online
3	address computer, what connected to networks Internet
4	address site for hosting
5	address electronic mail

5. Advantages of digital marketing are:

1	Everything is possible to calculate in figures
2	It is possible address only to its target audience
3	It is possible decipher any information from high speed
4	Possibility light support interactive relationships with customers

6. Any significant informational filling resource on the website?

<i>(у бланку відповідей вписати пропущене слово)</i>
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7. The main directions of estimation efficiency of electronic commerce are:

1	Economic
2	Organizational
3	Marketing
4	Analytical

5	Administrative
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8. Website Is:

1	A set of electronic documents of an individual or organization that unites under one address
2	Any information, posted in computer networks for free access to her
3	Decorated by help special funds information, what divided on web pages and has own URL
4	Communication by help electronic mail
5	Text and graphically information, to which can get joint access users computer networks

9. A form of online targeted advertising by which online advertising is targeted to consumers based on their previous internet behavior

<i>(one word)</i>

10. Screen of the site that should answer "What is this page about" and also conversion to action that we need

<i>(one word)</i>

8. Methods of teaching

Conducting lectures and practical classes, slide presentations (in the program Power Point) on each topics handout material, debatable discussion problematic issues. Situational tasks are solved in practical classes and diverse task practical character.

9. Forms of control

Implementation modular and boundary control works, individual works, practical and situational tasks test tasks independent study individual topics course.

Evaluation training achievements students by all species training works are carried out on current and final controls. Current control knowledge students with training discipline is carried out in oral and written form. Control task by meaningful modules include test question (by tests).

CONTROL independent work held:

- with lecture material - by checks abstracts and poll;
- with practical to occupy - by checks performed tasks.

Everyone control measures included to 100-point scales evaluation.

The final semester control of knowledge takes place on a written exam form. Examining ticket includes 10 tests, 1 theoretical task, 1 theoretical and practical task.

10. Distribution points which receive students Criteria for assessing students' knowledge

According to the "Regulations on exams and tests in NULES of Ukraine", approved by the Rector of the University on 02/27/2019, the rating of a student in the academic work **R HP**

in relation to the study of a particular discipline is determined by the formula:

$$R_{HP} = \frac{0,7 \cdot (R^{(1)}_{3M} \cdot K^{(1)}_{3M})}{K_{DIS}} + R_{DP} - R_{ШТР},$$

$R^{(1)}_{3M}, \dots, R^{(n)}_{3M}$ – rating evaluations of content modules on a 100-point scale;

$K^{(1)}_{3M}, \dots, K^{(n)}_{3M}$ – the number of ECTS credits provided by the working curriculum for the relevant content module;

$K_{DIS} = K^{(1)}_{3M}$ – the number of ECTS credits provided by the working curriculum for the discipline in the current semester;

R_{DP} – rating on additional work;

$R_{ШТР}$ – penalty rating.

The above formula can be simplified if we take $K^{(1)}_{3M} = \dots = K^{(n)}_{3M}$. Then it will look like:

$$R_{HP} = (0,7 \cdot R^{(1)}_{3M}) + R_{DP} - R_{ШТР}.$$

The rating for additional work R_{DP} is added to R_{HP} and cannot exceed 20 points. It is determined by the lecturer and is provided to students by the decision of the department for the implementation of works that are not provided by the curriculum, but contribute to improving the level of knowledge of students in the discipline

Penalty rating $R_{ШТР}$ does not exceed 5 points and is deducted from R_{HP} . It is determined by the lecturer and is introduced by the decision of the department for students who have mastered the material of the content module late, did not follow the work schedule, missed classes and so on.

2. In accordance with this Regulation, the preparation and defense of the term project (paper) is assessed on a 100-point scale and then translated into assessments on a national scale and ECTS scale.

Assessment scale: national and ECTS

National assessment	Rating of the applicant of higher education, points
Excellent	90-100
Good	74-89
Satisfactorily	60-73
Unsatisfactorily	0-59

11. Methodical support

1. Рябчик А.В. Навчально-методичний комплекс з дисципліни «Основи цифрового маркетингу» для студентів денної/заочної форми навчання спеціальності 075 «Маркетинг» - К.: НУБіП України, 2021.
2. Compendium of lectures on the discipline “Digital Marketing” for the students of specialty 075 “Marketing”. К.: Компринт, 2021. 164 p.

12. Suggested literature

Basic:

1. Заррелл Д. Интернет-маркетинг по науке / Д. Заррелл. – К.: Манн, Иванов и Фербер, 2014. – 192 с.
2. Интернет-маркетинг на 100%. – СПб.: Питер, 2014. – 240 с.
3. Халлиган Б. Маркетинг в Интернете. Как привлечь клиентов с помощью Google, социальных сетей и блогов / Б. Халлиган, Д. Шах. – К.: Манн, Иванов и Фербер, 2015. – 224 с.

Additional:

4. Байков В. Д. Интернет: поиск информации и продвижение сайтов. — Санкт-Петербург: «БХВ-Санкт-Петербург», 2000. — 288 с.
5. Голик В.С. Эффективность интернет-маркетинга в бизнесе. — Дикта, 2008. — 196 с.
6. Денисов А., Интернет. Самоучитель. Изд. 2, СПб Питер, 2003.- 368 с.
7. Литовченко І.Л., Пилипчук В.П. Интернет-маркетинг: Навчальний посібник. – К.: Центр учбової літератури, 2008. – 184 с.
8. Петрик Е. А. Интернет-маркетинг: учеб. пособие / Е.А. Петрик; Московская финансово-промышленная академия. – М.: Экономика, 2004. – 299 с.
9. Севостьянов И. О. Поисковая оптимизация. Практическое руководство по продвижению сайта в Интернете. — СПб.: «Питер», 2010. — 240 с.
10. Ральф Ф. Уилсон. Планирование стратегии интернет-маркетинга = Planning Your Internet Marketing Strategy. — М.: Издательский Дом Гребенникова, 2003. — 264 с.
11. Успенский И. В. Интернет-маркетинг: учеб. / И. В. Успенский. – СПб.: Изд-во СПбГУЭиФ, 2003. – 462 с.
12. Халлиган Б., Дхармеш Шах. Маркетинг в Интернете: как привлечь клиентов с помощью Google, социальных сетей и блогов = Inbound Marketing: Get Found Using Google, Social Media, and Blogs (The New Rules of Social Media). — М.: «Диалектика», 2010. — 256 с.
13. Холмогоров В. В. Интернет-маркетинг: краткий курс / В. В. Холмогоров. – 2-е изд. – СПб. : Питер, 2002. – 272 с.
14. Энж Э., Спенсер С., Фишкин Р., Стрикчиола Дж. SEO. Искусство раскрутки сайтов. — БХВ-Петербург, 2014. — 668 с.

13. Інформаційні ресурси

1. Интернет-маркетинг – [Электронный ресурс]. – Режим доступа: <http://stud.com.ua/64250/marketing/internet-marketing>
2. Учебник по веб-дизайну и продвижению сайтов. Статьи. Новости. Утилиты. – [Электронный ресурс]. – Режим доступа: <http://design.originweb.info/>
3. Учебники по Web дизайну – [Электронный ресурс]. – Режим доступа: <http://webdesign.net-soft.ru/ucheb.htm>
4. Электронная коммерция в Украине - [Электронный ресурс] – Режим

доступу: <http://gemius.com.ua/ua/raporty/2011-05/03>

5. Интернет-аудитория Украины - [Электронный ресурс] – Режим доступа: <http://web-in-learning.blogspot.com/2012/08/inmind.html>.
6. Формування Інтернет-маркетингових стратегій: <https://ukraine.net/sozдание-kompleksnoj-strategii-onlajn-prodvizheniya-instrukciya/>