

*

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

Marketing and International Trade Department



"CONFIRMED"

Dean of the Faculty

of Agricultural Management

Anatolii OSTAPCHUK

2023 p.

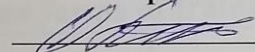
"APPROVED"

at the meeting of the department

of Marketing and International Trade

Protocol # dated "___" _____ 2023 p.

T.p.d. of the Head of Department

 **Oleksandr LUTSII**

"REVIEVED"

Program Coordinator

Violeta HERAIMOVYCH

PROGRAM OF THE COURSE

"DIGITAL MARKETING BASICS"

for undergraduate students training

spacialization 075 "Marketing"
educational program "Marketing"
Faculty of Agricultural Management
Developer: Associate Professor, Ph.D. Olena BARYLOVYCH

KYIV-2023

Description of the course

Digital Marketing Basics

(name)

Field of knowledge, specialization, educational program, educational degree	
Educational degree	Bachelor
Specialization	075 „Marketing”
Educational program	Marketing
Characteristics of the course	
Type	Compulsory
Total number of hours	120
Number of ECTS credits	4
Number of content modules	2
Course project (work) (if applicable)	-
Form of assessment	<i>Exam</i>
Indicators of the course for full-time form of study	
Course (year of study)	2
Semester	3
Lecture classes	30
Practical, seminar classes	30
Self-study	60
Individual assignments	-
Numbers of weekly in-class academic hours for full-time forms of study	4

2.Purpose, objectives, and competencies of the course

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.

Acquisition of competencies:

Integral competence: The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

General competencies:

GC4. Ability to learn and master modern knowledge.

GC5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GK6. Knowledge and understanding of the subject area and understanding of professional activity

GC13. Ability to work in an international context.

GC14. The ability to act socially responsibly and consciously.

Special competencies:

SC13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section.

SC14. Ability to propose improvements to marketing functions.

Program learning outcomes:

PLO 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PLO 8. Apply innovative approaches to the implementation of marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

PLO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PLO 14. Perform functional duties in the group, offer reasonable marketing solutions.

PLO 15. Act socially responsibly and socially conscious on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for

individual rights and freedoms.

PLO 24 Ability to form budgets, forecasts and evaluate elements of the marketing complex, choose optimal alternatives.

PLO 27. Demonstrate the ability to use modern methods of managing supply chains of goods and information.

PLO 28. Determine the target audience of Internet users, configure and interpret reports of the web analytics system, evaluate the effectiveness of advertising campaigns and analyze the actions of competitors in the network.

3.Program and structure of the course:

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. Channels and instruments of digital marketing

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

Names of content modules and 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	11	2	2			7
2. Channels and instruments of digital marketing	2-3	15	4	4			7
3.Stages of building digital marketing system.	4-5	15	4	4			7
4. Digital marketing strategies	6-7	15	4	4			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. Practical classes topics

№ s / n	Name topics	Number of hours
1	Introduction to digital marketing	2
2	Channels and instruments of digital marketing	4
3	Stages of building digital marketing system	4
4	Digital marketing strategies	4
5	Website development	4
6	Instagram	4
7	Facebook	4
8	Google Ads	4
		30

5. Topics of self-work

№ s / n	Name topics	Number of hours
1	Introduction to digital marketing	7
2	Channels and instruments of digital marketing	7
3	Stages of building digital marketing system	7
4	Digital marketing strategies	7
5	Website development	8
6	Instagram	8
7	Facebook	8
8	Google Ads	8
		60

6. *Samples of control questions, tests for assessing the level of knowledge acquisition by students*

QUESTIONS FOR KNOWLEDGE CONTROL

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» напря́м підготовки/ спеціальність 075 «Маркетинг»	Кафедра маркетингу та міжнародної торгівлі 2023 -2024 навч. рік	ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 1 з дисципліни «Digital marketing basics»	Затверджую Зав. кафедри _____ (підпис) Луцій О.П. (ПІБ) 20 р.

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.	(у бланку відповідей подати одним словом)
---	---

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?

(у бланку відповідей вписати пропущене слово)

7. The main directions of estimation efficiency of electronic commerce are:

1	Economic
2	Organizational
3	Marketing
4	Analytical
5	Administrative

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

(one word)

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

(one word)

7. Teaching methods

Conducting lectures and practical classes, slide presentations (in the Power program Point) on each topic, supplementary material, discussion of problematic issues. In practical classes, situational tasks and business cases are solved.

Teaching methods are methods of joint activity and communication between the teacher and students of higher education, which ensure the development of positive motivation for learning, mastering the system of professional knowledge, abilities and skills, the formation of a scientific worldview, the development of cognitive powers, the culture of mental work of future specialists.

The following teaching methods are used during the educational process:

Depending on the source of knowledge: verbal (explanation, conversation, discussion, dialogue); visual (demonstration, illustration); practical (solving problems, business games).

According to the nature of cognitive activity: explanatory and visual problem statement; partly search and research methods.

By place in educational activity:

- methods of organization and implementation of educational activities, combining verbal, visual and practical methods; reproductive and problem-searching; methods of educational work under the guidance of a teacher and methods of independent work of students of higher education;

- methods of stimulating and motivating educational work, including cognitive games, educational discussions, role-playing situations;

- methods of control and self-control of educational activities: methods of oral and written control; individual and frontal, thematic and systematic control.

In the process of teaching an academic discipline, the following educational technologies are used to activate the educational and cognitive activity of students of higher education:

- *working in small groups* makes it possible to structure practical-seminar classes in terms of form and content, creates opportunities for the participation of each student of higher education in work on the topic of the class, ensures the formation of personal qualities and experience of social communication;

- *seminars-discussions* provide for the exchange of thoughts and views of the participants on a given topic, and also develop thinking, help form views and beliefs, the ability to formulate opinions and express them, teach to evaluate other people's proposals, to critically approach one's own views;

- *brainstorming* – a method of solving urgent tasks, the essence of which is to express as many ideas as possible in a limited period of time, discuss and carry out their selection;

- *case method* – a method of analyzing specific situations, which makes it possible to bring the learning process closer to the real practical activity of specialists and involves consideration of production, management and other situations, complex conflict cases, problem situations, incidents in the process of learning educational material;

- *presentations* – speeches in front of the audience, used to present certain

achievements, results of the group's work, a report on the performance of individual tasks, instruction, demonstration;

- *didactic games* – a method of imitation (imitation, reflection) of making managerial decisions in various situations according to rules that have already been developed or are formed by the participants themselves, is realized through the independent solution of the given problem by students of higher education, provided that the necessary knowledge is insufficient, when there is a need to independently master new content or look for new connections in already learned material;

- *banks of visual support* contribute to the activation of creative perception of the content of the discipline with the help of visualization.

8. Forms of assessment

The main forms of organization of education during the study of the discipline "Marketing" are lectures, seminar (practical) classes, consultations, independent work of students of higher education.

In accordance with the above-mentioned forms of training organization, the forms of control of learning the program are: self-monitoring, writing modular control papers, an essay, performing individual practical tasks and an exam for the period of studying the discipline. Control measures carried out at the university determine the compliance of the level of knowledge, skills and abilities acquired by students with the requirements of normative documents on higher education and ensure timely adjustment of the educational process. According to the "Regulations on examinations and tests at the National University of Bioresources and Nature Management of Ukraine" approved by the Academic Council of the National University of Bioresources and Nature Management of Ukraine on April 2, 3, 2023, protocol No. 10, the types of knowledge control of students of higher education are current control, intermediate and final attestation.

Current control is carried out during practical, laboratory and seminar classes and is aimed at checking the level of preparedness of students of higher education to perform specific work.

Intermediate certification is conducted after studying the program material of each content module. The teaching material of the disciplines, which are taught during one semester - fall or spring, is divided by lecturers into two or three content modules. Intermediate attestation should determine the level of knowledge of the students of higher education from the program material of the content module (rating assessment from the content module), obtained during all types of classes and independent work. Forms and methods of conducting intermediate certification, assimilation of the program material of the content module are developed by the lecturer of the discipline and approved by the relevant department in the form of testing, written control work, colloquium, the result of an experiment that can be evaluated numerically, calculation or calculation-graphic work, etc. The assimilation of the program material of the content module by the student of higher education is considered successful if the rating is not less than 60 points on a 100-point scale.

The level of knowledge of students of higher education acquired through non-formal education programs (Article 8, Clause 3 of the Law of Ukraine "On

Education") must be confirmed by relevant documents. The presence of supporting documents is the basis for the enrollment of a separate laboratory work, the topic of a lecture or practical session, a content module or the entire educational material of the discipline, if the program of informal education corresponds to the work program of the discipline. The decision on the enrollment of knowledge acquired through non-formal education programs is made by the lecturer of the discipline together with the head of the department. Enrollment of all educational material of a discipline does not exempt a student of higher education from taking an exam in this discipline.

After carrying out intermediate certifications with two content modules and determination of their rating evaluations by the lecturer of the discipline, the rating is determined acquirer higher education with educational work **R HP** (not more 70 points) by by the formula:

$$R_{HP} = \frac{0.7 \cdot (R^{(1)} ZM \cdot K^{(1)} ZM + \dots + R^{(n)} ZM \cdot K^{(n)} ZM)}{K_{DIS}}, \quad (1)$$

where $R^{(1)} ZM, \dots, R^{(n)} ZM$ – rating evaluations from content modules by 100-pointscale;

n – number content modules;

$K^{(1)} ZM, \dots, K^{(n)} ZM$ - the number of credits of the European Credit Transfer storage system (ECTS) (or hours) provided by the working educational plan for relevant content module;

$K_{DIS} = K^{(1)} ZM + \dots + K^{(n)} ZM$ - the number of ECTS credits (or hours), provided by the working curriculum for the discipline in the current onesemester

The formula (1) you can simplify if to accept $K^{(1)} ZM = \dots = K^{(n)} ZM$. Then she will be look like

$$R_{HP} = \frac{0.7 \cdot (R^{(1)} ZM + \dots + R^{(n)} ZM)}{n}. \quad (2)$$

Rating acquirer higher education with educational work rounded up to the whole numbers. The rating for academic work can be affected by the rating from additional work and the penalty rating. The rating from the additional work is added to the rating from the study and cannot exceed 20 points. It is determined by the lecturer and is given to students of higher education by the decision of the department for the performance of works that are not provided for in the curriculum, but contribute to increasing the level of their knowledge of the discipline.

The maximum number of points (20) is awarded to a higher education applicant for:

- receiving the 1st degree diploma of the winner of the student scientific conference of the educational and scientific institute or faculty (college) in the relevant discipline;

- receiving a diploma of the winner (1st, 2nd or 3rd place) of the 2nd stage of the All-Ukrainian Student Olympiad in a discipline or specialty (field of training) in the current academic year;

- receiving a diploma (I, II or III degree) of the winner of the All-Ukrainian competition of student scientific works in the relevant discipline in the current academic year;

- authorship (co-authorship) in the submitted application for an invention or the obtained patent of Ukraine in the relevant discipline;

- authorship (co-authorship) in a published scientific article in the relevant discipline;

- production of a personal educational stand, layout, device, device; development of a computer program (provided that it is used in the educational process when teaching the relevant discipline).

The penalty rating does not exceed 5 points and is deducted from the academic work rating. It is determined by the lecturer and introduced by the decision of the department for students of higher education who did not learn the materials of the content modules in time, did not follow the work schedule, missed classes, etc. Final attestation includes semester and state attestation of students of higher education. Semester certification is conducted in the form of a semester exam or a semester credit for a specific academic discipline. The semester exam (hereinafter referred to as the exam) is a form of final attestation of the assimilation of theoretical and practical material from the academic discipline by the student of higher education during the semester.

Semester assessment (hereinafter referred to as assessment) is a form of final attestation, which consists in assessing the assimilation of theoretical and practical material by the student of higher education (certain types of work performed by him in practical, seminar or laboratory classes and during independent work) from the academic discipline for the semester.

Differentiated credit is a form of attestation that allows the student to evaluate the implementation and assimilation of a program of educational or industrial practice, preparation and defense of a course work (project) by a student of higher education. Applicants of higher education are obliged to take exams and assessments in accordance with the requirements of the work curriculum within the time limits provided by the schedule of the educational process. The content of exams and tests is determined by the working training programs of the disciplines.

- 9. Distribution of grades received by students.** Evaluation of student knowledge is carried out on a 100-point scale and is converted to national grades according to Table 1 "Regulations and Examinations and Credits at NULES of Ukraine" (order on implementation dated April 26, 2023, protocol No. 10)

Student rating, points	National grade based on exam results	
	Exams	Credits
90-100	Excellent	Passed
74-89	Good	
60-73	Satisfactory	
0-59	Unsatisfactory	Not passed

In order to determine the rating of a student (listener) in the discipline R_{dis} (up to 100 points), the rating from the exam R_{ex} (up to 30 points) is added to the rating of a student's academic work R_{aw} (up to 70 points): $R_{dis} = R_{aw} + R_{ex}$.

9. Educational and methodological support:

1. Digital Marketing: methodical recommendations and tasks for practical classes and self-studying for students of specialty 075 “Marketing”. 2022. 176 c.
2. Compendium of lectures on the discipline “Digital Marketing” for students of specialty 075 “Marketing”. К.: Комприфт, 2021. 164 p.
3. Page on Elearn: <https://elearn.nubip.edu.ua/course/view?id=4977>

10. Recommended sources of information

Basic:

1. Diamond Stephanie. Digital Marketing All-in-One For Dummies. Hoboken, New Jersey: John Wiley & Sons, Inc.. 2019. 819 pp.

Additional:

2. Big Book of Digital Marketing. Digital Firefly Marketing. 2018. 130 pp.
3. Dawn McGruer Dynamic Digital Marketing Master the world of online and social media marketing to grow your business. Wiley, 2020. 440 p
4. Ryan Damian, Jones Calvin. Understanding Digital Marketing. Kogan Page. 2016. 289 pp.
5. Marjolein Visser, Berend Sikkenga, Mike Berry. Digital Marketing Fundamentals. From Strategy to ROI. Routledge, 2022. 650 pp.

11. Information resources:

1. Internet marketing : website. URL:
<http://stud.com.ua/64250/marketing/internet-marketing>
2. The Ultimate Guide to Digital Marketing : website. URL:
<https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
3. 20+ Digital Marketing Books for Free : website. URL:
<https://www.infobooks.org/free-pdf-books/business/digital-marketing/>

4. Official website of the Internet Association of : website. URL:
<https://inau.ua/>
5. Official website of the Ukrainian Marketing Association. : website.
URL: <https://uam.in.ua/>