Synopsis

The purpose of the discipline Digital marketing basics is formation 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 the 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.

Course Structure

Topic	Hours (lectures/seminars)	Study results	Tasks	Evaluation
3 semester				
Module 1				
Basic aspects of digital marketing				
1.Introduction to digital marketing	4/4	Understand the essence of digital marketing; Know the basic terms and concepts of digital marketing; Know the structure of the digital marketing	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	17
2. Customer journey and peculiarities of customer behavior at each stage	4/4	Know customer types; Understand the behavior of customers at each stage of customer journey;	Execution of practical, independent work (including in elearn),	17

			preparation of the presentation. Writing tests, essays.	
3.Stages of building digital marketing system	4/4	Distinguish stages of building digital marketing system. Be able to make a system of digital marketing at an enterprise	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	**18**
4. Digital marketing strategies	2/2	Know the types of digital marketing strategies. Be able to build a digital marketing system at an enterprise	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	**18**
Total for educational work of the 1 module				**70**
Module test 1				**30**
Total for 1 module				**100**
Module 2				
Tools of digital marketing				
5.Website development	3/3	Know types, functions of sites, principles of the site development and its information capabilities. Be able to assess the competitiveness of the enterprise design a website	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	**18**
6.Instagram	4/4	Know the principles of work with Instagram. Basics of SMM. Be able to set up an advertising	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	**18**
7.Facebook	4/4	Know the principles of work with FB. Be able to set up an advertising in Ads Manager	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	**17**
8.Google Ads	4/4	Know the principles of work with contextual advertising. Be able to set up an advertising in Google Ads	Execution of practical, independent work (including in elearn),	**17**

			preparation of the presentation. Writing tests, essays.	
Total for educational work of the 2 module				**70**
Module test 2				**30**
Total for 2 module				**100**
Total for the semester				**70**
Final exam				**30**
Total for the course				**100**

EVALUATION POLICY

Deadline and Recompilation Policy:	Works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are good reasons (for example, hospital).
Policy of Academic Integrity:	Write-offs during tests and exams are prohibited (including the use of mobile devices). Course papers, abstracts must have correct text references to the literature used
Visiting Policy:	Attendance is mandatory. For objective reasons (for example, illness, international internship) training can take place individually (in online form in consultation with the dean of the faculty)

EVALUATION SCALE

Rating of the applicant of higher education, points	National assessment for the results of Exams / Tests	
	Final Exam	**Test**
90-100	Excellent	credited
74-89	Good	
60-73	Satisfactory	
0-59	Unsatisfactory	not credited