



**COURSE SYLLABUS**  
« Digital marketing basics »

**Degree of higher education - Bachelor**  
**Specialization 075 Marketing**  
**Educational program « Marketing »**  
**Academic year 2, semester 3**  
**Form of study full-time**  
**Number of ECTS credits 4**  
**Language english**

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**Lecturer of the course**

**PHD in Economics, Associate Professor of Marketing and international Trade Department Olena Barylovych**

**Contact information of the lecturer (e-mail)**

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**Course Page on eLearn**

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**<https://elearn.nubip.edu.ua/course/view.php?id=2854>**

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### **COURSE DESCRIPTION**

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

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

**Competencies of the educational programme:**

*Integrative competency (IC):* 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 (GC):*

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.

*Professional (special) competencies (PC):*

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) of the educational programme:**

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

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

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

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

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

PRO 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.

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

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

PRO 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.

### Course Structure

Topic	Hours (lectures/practical)	Learning outcomes	Tasks	Assessment
<b>Semester 3</b>				
<b>Module 1</b>				
<b>Basic aspects of digital marketing</b>				
Topic 1. Introduction to digital marketing	2/2	Know the structure of the digital marketing. Know customer types;	Submitting of practical. Taking tests, writing essays. Completing independent work (including on eLearn)	7
Topic 2. Channels and instruments of digital marketing	4/4	Understand the behavior of customers at each stage of customer journey; Distinguish stages of building digital marketing system.		7
Topic 3. Stages of building digital marketing system	4/4	Know the types of digital marketing strategies. Be able to build a digital marketing system at an enterprise		7
Topic 4. Digital marketing strategies	4/4			7
Total for educational work of the module 1				<b>70</b>
Module test 1				<b>30</b>
Total for module 1				<b>100</b>
<b>Module 2</b>				
<b>Tools of digital marketing</b>				
Topic 5. Website development	4/4		Submitting of practical. Taking tests, writing essays. Completing independent work (including on eLearn)	8
Topic 6. Instagram	4/4			8
Topic 7. Facebook	4/4			8
Topic 8. Google Ads	4/4			8
Total for educational work of the 1 module				<b>70</b>

Module test 2	<b>30</b>
Total for 2 module	<b>100</b>
<b>Total for the semester</b>	<b>70</b>
<b>Final exam</b>	<b>30</b>
<b>Total for the course</b>	<b>100</b>

### **ASSESSMENT POLICY**

<i><b>Policy regarding deadlines and resits:</b></i>	Assignments submitted after the deadline without valid reasons will be graded lower. Resitting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons).
<i><b>Academic honesty policy:</b></i>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used.
<i><b>Attendance policy:</b></i>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

### **SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE**

<b>Student rating, points</b>	<b>National grade based on exam results</b>	
	<b>exams</b>	<b>credits</b>
90-100	excellent	passed
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not passed

### **RECOMMENDED SOURCES OF INFORMATION**

#### **Methodical support**

1. Barylovykh O.M. Digital Marketing: methodical recommendations and tasks for practical classes and self-studying for students of specialty 075 "Marketing". К.: НУБіП України, 2022. 176 с.

2. Barylovykh O.M. Compendium of lectures on the discipline "Digital Marketing" for students of specialty 075 "Marketing". К.: НУБіП України, 2021. 164 р.

#### **Suggested literature**

##### **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.
- Marjolein Visser, Berend Sikkenga, Mike Berry. Digital Marketing Fundamentals. From Strategy to ROI. Routledge, 2022. 650 pp.