

Educational Institution  
“Belarus State Economic University”

APPROVED BY  
Rector of Educational Institution  
“Belarus State Economic University”  
\_\_\_\_\_  
A.Egorov  
19.12 2024 year.  
Registration number № 6460-24

**DIGITAL MARKETING**

The curriculum of the Educational Institution  
in the academic discipline for the major  
7-06-0412-04 "Marketing"

The curriculum is based on the educational standard for advanced higher education ESHE 7-06-0412-04-2023, and the curriculum for the major 7-06-0412-04 "Marketing"

**COMPILER:**

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**RECOMMENDED FOR APPROVAL:**

Department of Marketing of the Educational Institution "Belarusian State Economic University"

(protocol No. 4 dated 11.11.2024);

Methodological commission for the specialties "Marketing", "Logistics", "Advertising activities" of the educational institution "Belarusian State Economic university"

(protocol No. 2 dated 29.11.2024);

Scientific and methodological council of the educational institution "Belarusian State Economic University"

(protocol No. 2 dated 18.12.2024).

## EXPLANATORY NOTE

The curriculum for the academic discipline “Digital Marketing” is aimed at using the concept of digital marketing in the practical activities of organizations and at developing the professional skills of marketers. The importance and relevance of the academic discipline is explained by the fact that digital marketing is the basis for the implementation of effective marketing activities of an organization.

**The purpose** of teaching the academic discipline “Digital Marketing” is to develop a system of knowledge and skills in the field of digital marketing.

Achieving this goal involves solving **the following tasks**:

- formation of professional competence in the field of theory and practice of using digital marketing in the marketing activities of organizations;
- implementation of the concept of digital marketing in professional activities;
- application of approaches to the study and analysis of the organization's marketing environment using digital technologies;
- development of activities in the field of online distribution and online promotion of goods to domestic and foreign markets.

On completion of this course, master’s degree students should have the following competencies:

**universal:**

solve research and innovation tasks based on the use of information and communication technologies.

**specialized:**

develop digital marketing strategies and justify the choice of communication channels to implement the marketing strategy of the enterprise, apply analytics tools for ongoing digital marketing activities;

As a result of studying the discipline, master students must:

*know:*

- the essence and basic concepts of digital marketing;
- marketing research using digital technologies;
- information support for digital marketing;
- Internet distribution of goods (services) of the organization;
- Internet promotion of goods (services) of the organization.

*be able to:*

- use the concept of digital marketing for specific areas and areas of activity;
- analyze the organization's marketing environment using digital technologies;
- develop and implement a set of digital marketing activities;
- create information support for digital marketing;
- develop online distribution of goods (services) of the organization;
- organize online promotion of the organization’s goods (services) in domestic and foreign markets.

*have a skill in:*

- creating effective marketing activities in target online markets;
- using methods of marketing market analysis;
- using modern information technologies in marketing;
- determining the levels of channels for the Internet distribution of goods (services) of the organization in the domestic and foreign markets;
- organizing online promotion of the product to national and foreign markets.

As part of the educational process in this academic discipline, the master student must acquire not only theoretical and practical knowledge, skills and abilities in the specialty, but also develop his value-personal, spiritual potential, develop the qualities of a patriot and citizen, ready for active participation in economic, industrial, socio-cultural and public life of the country.

The academic discipline “Digital Marketing” belongs to the module “Information Technology in International Marketing” of the higher education component.

The discipline “Digital Marketing” is studied on the basis of the disciplines “Marketing Theory”, “Marketing Research and Analytics”, “Integrated Marketing Communications”, “Internet Marketing”, “Information Technologies”.

Form of higher education: full-time.

In accordance with the curriculum of major 7-06-0412-04 “Marketing”, the discipline is allocated to:

Full-time education:

total number of teaching hours – 108, in-class hours - 36, of which lectures - 18 hours, seminars - 18 hours.

Distribution of classroom time by courses and semesters:

2nd semester – lectures - 18 hours, seminars - 18 hours;

Independent work of master’s degree students – 72 hours;

Credits – 3 units.

The form of intermediate certification is a credit in the 2<sup>nd</sup> semester.

## CONTENT OF TRAINING MATERIAL

### **Topic 1. The essence of digital marketing**

The term "Digital Marketing". Components of digital marketing. Main digital marketing channels. The term "Mobile Marketing". The term "Internet marketing". Internet market. Internet marketing performance indicators. Electronic business. E-commerce. Digital marketing agencies. Trends in digital marketing development.

### **Topic 2. Internet marketing research**

Marketing environment of the organization. The use of Internet technologies when conducting field (primary) marketing research. Methods of field Internet research. The use of Internet technologies when conducting desk (secondary) marketing research. Sources of secondary information.

Application of digital services in marketing research. Web analytics.

### **Topic 3: Digital Marketing Events**

Channels for online distribution of goods (services). Activities to promote goods (services) in digital marketing. Content marketing. Sales promotion methods. Public relations events. Managing an organization's reputation on the Internet.

### **Topic 4. Online advertising and search engine optimization**

Digital advertising. The essence and classification of online advertising. Contextual Internet advertising. Mobile advertising. Online advertising placement services. Stages of an Internet advertising campaign.

The essence of search engine optimization. Stages of search engine optimization. Search Engine Optimization Performance Indicators. The use of search engine optimization tools in the marketing activities of organizations.

### **Topic 5: Social Media Marketing**

The essence and conceptual apparatus of marketing in social networks. Organizing and conducting marketing events on social networks. Aspects of creating content for social networks. Social network analytical tools.

Advertising on social networks. Stages of advertising on social networks. Optimization of an electronic resource for social networks. Digital services to improve the effectiveness of marketing activities on social networks.

# EDUCATIONAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE

## "Digital Marketing"

Major 7-06-0412-04 "Marketing"

(full-time receiving advanced higher education)

Section number, topics	Title of section, topic	Number of in-class hours						Literature	Form of knowledge control
		Lectures	Tutorials	Seminars	Laboratory classes	Number of hours of supervised independent work			
						L	T/S		
1	2	3	4	5	6	7	8	9	10
2 semester									
Topic 1	The essence of digital marketing	2						[1], [2], [3], [4], [5]	
	The essence of digital marketing			2				[1], [2], [3], [4], [5]	Survey, abstracts on the topic
Topic 2	Internet marketing research	2						[1], [2], [3], [4]	
	Internet marketing research			2				[1], [2], [3], [4]	Individual assignment, practical work
Topic 3	Digital Marketing Events	4						[1], [2], [3], [4], [7], [9]	
	Digital Marketing Events			6				[1], [2], [3], [4], [7], [9]	Knowledge control 1, survey, solving practical cases
Topic 4	Online advertising and search engine optimization	6						[1], [2], [3], [4], [6], [7], [8], [9], [10]	
	Online advertising and search engine optimization			6				[1], [2], [3], [4], [6], [7], [8], [9], [10]	Survey, solving practical cases
Topic 5	Social Media Marketing	4						[2], [3], [5], [6], [8],	

								[9], [11]	
	Social Media Marketing			4				[2], [3], [5], [6], [8], [9], [11]	Knowledge control 2, presentations, test
	<b>Total 2 semester</b>	<b>18</b>		<b>18</b>		<b>0</b>	<b>0</b>		<b>Credit</b>
	<b>Total hours</b>	<b>18</b>		<b>18</b>		<b>0</b>	<b>0</b>		

## INFORMATIONAL AND METHODOLOGICAL PART

**Literature****Basic:**

1. Kotler, F. Marketing 4.0. Reversal from traditional to digital: [technologies of promotion on the Internet] / F. Kotler, H. Kartajaya, A. Setiawan; [trans. from the English by M. Khoroshilova]. - Moscow : Bombora, 2020 - 219, [1] p.: ill. - (Top Business Awards). – (In Russian)
2. Westergaard, N. Get Scrappy : smarter Digital Marketing for Businesses Big and Small / N. Westergaard. - New York [et al.] : Amacom, 2016 - 226 p. : il.
3. Gavrikov, A. Internet marketing. The digital marketer's Handbook / A. Gavrikov, V. Davydov, M. Fedorov. - Moscow : AST, 2020 - 345, [6] p. : ill.

**Additional:**

4. Kotler, Ph., Kartajaya, H., Setiawan, I. Marketing 4.0: Moving from Traditional to Digital. Wiley, 2017 – 208 p.
5. Kotler, Ph., Kartajaya, H., Setiawan, I. Marketing 5.0: Technology for Humanity Hardcover. –Wiley, 2021 – 224 p. 7 Chaffey, D., Ellis-Chadwick, F. Digital Marketing. – Pearson UK, 2019 – 545 p.
6. Hemann, C. Burbary, K. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) 2nd Edition. – Que, 2018
7. Piercy, N. Marketing budgeting. A Political and Organisational Model. - London ; Sydney ; Dover : Croom Helm, 2015 - 522 p. - (Routledge Library Editions
8. Jeffery, M. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Hardcover. – Wiley, 2010 – 320 p.
9. McDaniel, C. Marketing research essentials / C. McDaniel, R. Gates. – 8<sup>th</sup> ed. – Hoboken : Wiley & Sons, 2012 – 480 p.
10. Digital marketing : a manual for students in the specialty 1-27 80 01 "Engineering business (in areas)" of the specialization "Economics and organization of production (mechanical engineering)" / [comp.: B.A. Zhelezko, O.A. Lavrenova] ; Ministry of Education Rep. Belarus, Belarus. national Technical University Univ., Department of Engineering Economics. – Minsk : BNTU, 2022. – 45, [1] p. – (in Russian).
11. Johnsen, M. AI IN DIGITAL MARKETING / Maria Johnsen. – Boston : MERCURY LEARNING AND INFORMATION, 2024. – 648 p. – URL: <https://oceanofpdf.com/authors/maria-johnsen/pdf-epub-ai-in-digital-marketing-download/> (date of application: 09.12.2024).



### **Questions for the credit**

1. Digital marketing definition and concept.
2. Traditional marketing mix and digital marketing mix
3. Types of modern digital marketing and its features.
4. Digital marketing trifecta: owned, earned and paid media.
5. Classification of digital business models and their features.
6. Omni- and multichannel marketing: essence, trends, process of realization.
7. Digital marketing strategy.
8. Analytical and planning stages of digital marketing strategy.
9. KPI in digital marketing.
10. Automation and personalization in digital marketing.
11. Digital instruments of market analysis.
12. Google products for marketing analysis. Google Trends. Google Marketing Platform. Google Analytics. Google Tag Manager. Google Data Studio.
13. A/B and multivariate testing.
14. Planning and conducting of marketing experiment. Statistical approach to analysis of results.
15. User experience (UX) and User interface (UI) design.
16. Concept of usability of digital products.
17. Elements of web pages and UX-requirements to them.
18. Process of UX-design.
19. Research of users: subjective and objective approaches.
20. User-centered design.
21. User flow modeling.
22. Prototyping and testing in UX-design process. Wireframe.
23. Inbound and outbound marketing. Process of inbound marketing. Instruments of inbound digital marketing.
24. Content marketing and principals of marketing digital content development.
25. Content strategy. Audit of current content. Planning of content development. Building a content marketing ecosystem.
26. Content plan and matrix of content. Content promotion.
27. Performance analysis (bounce rate, time on page, viewing depth, social action, multichannel funnel etc.).
28. Social media marketing (SMM). Organic and paid social media marketing.
29. Influence marketing.
30. Native advertising.
31. Affiliate marketing.
32. Email marketing. Messengers. Chatbots.
33. Search Engine Marketing (SEM).
34. Video and Display Advertising.
35. Programmatic. Remarketing.
36. Analysis of effectiveness of marketing channels.
37. Attribution of marketing spending to digital channels. Multichannel attribution. Data-driven attribution.

- 38. Search Engine Optimization (SEO). Process of SEO and analysis.
- 39. Search Engine Reputation Management (SERM). Approaches to analyze and management of reputation in digital.
- 40. Paid Search. Google Ads. Process and principals of work with Paid Search.
- 41. Dropshipping. Fulfillment centers.
- 42. Communication and economic efficiency of the site.
- 43. Trends in the development of digital marketing.
- 44. Artificial intelligence in digital marketing.
- 45. Public relations activities using digital technologies.

## **Organization of independent work of master's degree students**

To obtain competencies in an academic discipline, an important stage is the independent work of master's degree students.

A full-time master's degree student is given 72 hours for independent work.

The content of master's degree students' independent work includes all topics of the academic discipline from the "Content of educational material" section.

When studying an academic discipline, the following forms of independent work are used:

- independent work in the form of solving individual problems in the classroom during practical classes under the supervision of a teacher in accordance with the training schedule;
- in-depth study of sections, topics, individual issues, concepts;
- performing standard calculations, individual projects;
- preparation for practical classes, including preparation of messages, thematic reports, information and demonstration materials, presentations, etc.;
- work with educational, reference, analytical and other literature and materials;
- compiling a review of scientific (scientific and technical) literature on a given topic;
- performing information searches and compiling a thematic selection of literary sources and Internet sources;
- analytical text processing (annotating, summarizing, reviewing, summarizing);
- preparation for passing the credit.

## **Quality control of knowledge acquisition**

Diagnosis of the quality of knowledge acquisition is carried out within the framework of ongoing monitoring and intermediate certification. Current control activities are carried out throughout the semester and include the following forms of control:

- survey in classroom sessions;
- abstracts on the topic;
- individual assignment;
- practical work;
- knowledge control;
- solving practical cases;
- presentations;
- test.

Current certification in the academic discipline is carried out at least three times a semester. The result of ongoing monitoring for the semester is assessed by a mark on a ten-point scale and is derived based on the marks given during the ongoing monitoring activities during the semester.

Requirements for master's degree students when passing intermediate certification.

Master's degree students are admitted to intermediate certification in an academic discipline, subject to successful completion of the current certification (implementation of ongoing control measures) in the academic discipline provided for in the current semester by this curriculum.

Interim certification is carried out in the form of a credit.

## **Methodology for forming a grade in an academic discipline**

In accordance with the Regulations on the rating system for assessing the knowledge, skills and abilities of BSEU master's degree students.

**THE PROTOCOL OF COORDINATION OF THE CURRICULUM FOR THE  
STUDIED ACADEMIC DISCIPLINE WITH OTHER DISCIPLINES OF THE  
MAJOR**

The name of the school disciplines with which approval required	Title of the department	suggestions about changes in curriculum content institutions of higher academic education	The decision taken by the department that developed the curriculum (with the date and protocol number)
Intelligent data analysis in Marketing	Department of Marketing	No suggestions	Protocol № ____ from ____, 2024