

Educational Institution
“Belarusian State Economic University”

I APPROVE

First Vice-rector of the Educational
Institution

“Belarusian State Economic University”

 E.F. Kireeva

24.02. 2022

Reference № 425069-22/47.

DIGITAL MARKETING

The curriculum of the Educational Institution in the academic discipline for the specialty 1-26 80 05 "Marketing"

2022

The curriculum is based on the curriculum for the specialty “Marketing”, reg. 89MGR-21 of 22.02.2021

COMPILERS:

Golik V.S., head of the Department of the Department of Marketing of the Educational Institution “Belarusian State Economic University”, Candidate of Economic Sciences, Associate Professor;

Tryshyna S.L., Assistant of the Department of Marketing of the Educational Institution “Belarusian State Economic University”.

REVIEWERS:

Rutko D.F., head of the Economic Development and Management Chair of the Institute of Management Personnel of the Academy of Administration under the President of the Republic of Belarus, Candidate of Economic Sciences, Associate Professor;

Bukhovets T.V., candidate of Economic Sciences, Associate Professor at the Department of National Economy and Public Administration of EE "Belarusian State Economic University".

RECOMMENDED FOR APPROVAL:

Department of Marketing of the Educational Institution “Belarus State Economic University”

(protocol № 6 of 13.01.2022).

The Scientific and Methodological Council of the Educational Institution “Belarusians State Economic University”

(protocol № 5 of 24.02.2022).

EXPLANATORY NOTE

The purpose of the academic discipline "Digital Marketing" is to develop the theoretical knowledge and practical skills in the field of digital marketing.

Key objectives of the discipline - the formation of professional competence in the field: the theory and practice of digital marketing in the marketing activities of organizations, trends in digital marketing, Internet marketing research; search engine.

The subject of the discipline - the study of the theory and practice of development and use of digital marketing activities in the marketing activities of organizations to improve their economic efficiency in the national and foreign markets.

The academic discipline "Digital marketing" allows students to become familiar with modern new digital technologies - methods of promotion and analysis.

In today's environment, digital marketing is used by organizations in addition to traditional marketing approaches to attract and retain customers.

Digital marketing includes all marketing channels and methods that can be used to promote products or services on the Internet, as well as on electronic devices.

The study of the study discipline "Digital marketing" becomes even more relevant due to the fact that organizations that expect to maintain a long time position in the market among competitors, produce goods that need to be promoted in such a way that they are widely available and well represented to the public, introducing new methods of promotion - digital technology.

As a result of studying the study discipline "Digital marketing" the following competencies are formed:

MC-5. Select ways of speech behavior that ensure the success of professional communication with adequate interpretation of various communicative situations;

SK-4. Develop strategies for digital marketing and justify the choice of communication channel for the implementation of the marketing strategy of the enterprise, apply analytical tools, conducted activities of digital marketing.

The content of the academic discipline can be the basis for theoretical and methodological support of master's theses and research papers.

As a result of the study of the academic discipline the student should:
know the content of digital marketing and its promotion methods;
be able to apply the acquired knowledge in practical marketing activities;
possess the skills of research work in this area to form the ability to implement innovative methods and approaches in the practical activities of enterprises, marketing campaigns using digital technologies.

Form of higher education full-time. The total hours of the discipline is 108, of which the total hours of auditing - 36, including 18 hours of lectures, practical training - 18.

The form of current attestation of the academic discipline - credit.

CONTENTS OF EDUCATIONAL MATERIAL

Topic 1. The essence of Digital Marketing

Introduction to digital marketing concept. Marketing trends in the digital economy. Traditional marketing mix and digital marketing mix, practical issues of digital marketing mix implementation, advantages of digital marketing

Classification of digital business models and their features. Omni- and multichannel marketing: essence, trends, process of realization. Omni- and multichannel marketing challenges, online and offline data connection problems and solutions.

Digital marketing strategy. Analytical and planning stages of digital marketing strategy. Overview of digital marketing instruments and their implementation on the stages of digital purchase funnel. KPI in digital marketing.

Automation and personalization in digital marketing. Predictive analytics.

Topic 2. Digital Marketing Analysis

Digital instruments of market analysis. Competitor analysis: categories of analysis, digital sources of information, digital tools. Analysis of search engine marketing of competitors. Analysis of social media marketing strategy and tactics of competitors.

Google products for marketing analysis. Google Trends. Google Marketing Platform. Google Analytics. Google Tag Manager. Google Data Studio.

A/B and multivariate testing. Planning and conducting of marketing experiment. Statistical approach to analysis of results.

Topic 3. Design of User Experience of Interacting with Digital Products

User experience (UX) and User interface (UI) design. Concepts, principles, tendencies of user experience (UX) of interacting with digital products.

Concept of usability of digital products. Patterns of user interaction with web pages and influence on the client behavior. Elements of web pages and UX-requirements to them.

Approaches of behavior economic in UX.

Process of UX-design. Research of users: subjective and objective approaches. User-centered design. User flow modeling.

Prototyping and testing in UX-design process. Wireframe.

Topic 4. Digital Marketing Channels

Inbound and outbound marketing. Process of inbound marketing. Instruments of inbound digital marketing.

Content marketing and principals of marketing digital content development. Content strategy. Audit of current content. Planning of content development. Building a content marketing ecosystem. Content plan and matrix of content. Content

promotion. Performance analysis (bounce rate, time on page, viewing depth, social action, multichannel funnel etc.).

Social media marketing (SMM). Organic and paid social media marketing.

Influence marketing. Native advertising. Affiliate marketing.

Email marketing. Messengers. Chat-bots.

Search Engine Marketing (SEM).

Video and Display Advertising.

Programmatic. Remarketing.

Analysis of effectiveness of marketing channels. Attribution of marketing spending to digital channels. Multichannel attribution. Data-driven attribution.

Topic 5. Search Engine Marketing

Elements of Search Engine Marketing (SEM). Search Engine Optimization (SEO). Process of SEO and analysis. Features of search engines. Audit of SEO. Technical, content and behavioral optimization.

Search Engine Reputation Management (SERM). Approaches to analyze and management of reputation in digital marketing.

Paid Search. Google Ads. Process and principals of work with Paid Search.

**Educational and methodical map of the discipline "Digital marketing"
for specialty 1-26 80 05 Marketing
(full-time higher education)**

Number of section, topic	Name of section, topic	Quantity of classroom hours						Other*	Form of knowledge control
		Lectures	Practice	Seminars	Laboratory classes	Quantity of Controlled Self-Educational Practice			
						L	P/S		
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>
1	The essence of Digital Marketing	4		4		-	-	[1,2,3]	Debate, research
2	Digital Marketing Analysis	4		4		2	2	[1,2,5,6]	Debate, project
3	Design of User Experience of Interacting with Digital Products	2		2		2	2	[1,2,3,7]	case study
4	Digital Marketing Channels	4		4		2	2		Debate, project
5	Search Engine Marketing	4		4		2	2		Debate, project
	Hours in total	18		18		8	8		

METHODICAL RECOMMENDATIONS FOR THE STUDY OF DISCIPLINE

In mastering the knowledge of the discipline an important step is the independent work of students.

The main areas of independent master's student work are:

- initially detailed familiarization with the program of the academic discipline;
- acquaintance with the list of recommended literature on the discipline as a whole and its sections, its presence in the library and other available sources, study of the necessary literature on the topic, selection of additional literature;
- study and expansion of the lecture material of the teacher due to the special literature, consultations;
- preparation for practical and seminars on specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic forms of control (tests, colloquiums, test papers, etc.);
- work on the implementation of abstracts and essays;
- preparation for credit.

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. - (Business Book). – (In Russian)

ADDITIONAL

4. Golik V.S. Web marketing: methodological complex for the specialty 1-26 81 05 “Marketing” / V.S.Golik.- Minsk: BSU, 2017.–59 p.
5. Kotler, Ph., Kartajaya, H., Setiawan, I. Marketing 4.0: Moving from Traditional to Digital. Wiley, 2017 – 208 p.
6. 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.
7. Hemann, C. Burbary, K. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) 2nd Edition. – Que, 2018.
8. Piercy, N. Marketing budgeting. A Political and Organisational Model. - London ; Sydney ; Dover : Croom Helm, 2015. - 522 p. - (Routledge Library Editions ; vol. 19, Marketing).
9. Jeffery, M. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Hardcover. – Wiley, 2010. – 320 p.

10. McDaniel, C. Marketing research essentials / C. McDaniel, R. Gates. – 8th ed. – Hoboken : Wiley & Sons, 2012. – 480 p.

The protocol of coordination of the curriculum for the studied academic discipline with other disciplines of the specialty

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)
<p>1. Математика 2. Информатика 3. Физика</p>	<p>Информатика Информатика Информатика</p>		<p>Согласовано №</p>
	<p>Информатика</p>	<p>Согласовано</p>	<p>13.01.2022</p>

**ADDITIONS AND AMENDMENTS TO THE EDUCATIONAL PROGRAM
ON THE STUDIED TRAINING DISCIPLINE**

for the _____ year

№	Additions and changes	The ground

The curriculum is revised and approved at a meeting of the Department of Marketing (protocol № ____ from _____ 20__ year)

Head of the Department

Candidate of Economic Sciences,
Associate Professor

V.S.Golik

Dean of Faculty of Marketing and Logistics

Candidate of Economic Sciences

S.V.Razumova