

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Ivan Franko National University of Lviv
Faculty of Economics
Department of Management

Approved
at the meeting of the Department of banking and
the insurance business
of the Faculty of Economics
Ivan Franko National University of Lviv
(№ __ _____ 2024)
Head of Department
_____ **prof. Kundytskyy O.O.**

Syllabus
“Digital Marketing Management”,
for Bachelors
(Specialty 073 “Management”)

Lviv - 2024

Syllabus
“Digital Marketing Management”
2023-2024

Name of the course	Digital Marketing Management
Course teaching address	Svoboda boulevard, 18 Lviv, Ukraine
The faculty and department under which the discipline is established	Department of Management Faculty of Economics Ivan Franko National University of Lviv
Field of knowledge, code and name of specialty	07 “Management and administration” 073 “Management” Bachelor's educational program titled “Management of organization and administration”
Course teachers	Assoc. Prof. Marianna Kokhan
Contact information of teachers	marianna.kokhan@lnu.edu.ua , https://econom.lnu.edu.ua/employee/kohan-m-o
Course consultations are taking place	Svoboda boulevard, 18 room 304, Lviv, Ukraine or online on Microsoft Teams learning platform If you need to contact me outside of office hours, you may email me or leave me a message in the Chat on Microsoft Teams platform or write me an e-mail
Course page	
Information about the course	Digital Marketing Management is a comprehensive course designed to equip students with the essential skills and knowledge needed to excel in the dynamic field of digital marketing. Throughout this course, students will delve into various aspects of digital marketing strategies, techniques, and tools, preparing them to navigate the rapidly evolving digital landscape with confidence.
A brief summary of the course	The educational course “Digital Marketing Management” is designed for the bachelor's degree students specializing in 073 “Management”. It is a an optional course in the brand communication management training block in the cycle of professional and practical training, offered in the fifth semester.
Aim and objectives of the course	The main aim of the course "Digital Marketing Management" is to provide students with the necessary knowledge, skills, and tools to effectively plan, execute, and manage digital marketing strategies in today's competitive business landscape. Objectives of the course may include: <ol style="list-style-type: none"> 1. Understanding the fundamental concepts and principles of digital marketing. 2. Developing strategic thinking and planning skills to align digital marketing efforts with business objectives. 3. Exploring various digital marketing channels and tactics, including content marketing, SEO, PPC advertising, social media marketing, and email marketing. 4. Learning how to create compelling digital content that engages target audiences and drives conversions. 5. Mastering the use of digital analytics tools to track, measure, and analyze marketing performance metrics. 6. Staying updated with the latest trends, technologies, and best practices in digital marketing. 7. Cultivating critical thinking and problem-solving abilities to adapt to evolving digital

	marketing challenges.
Literature for studying the discipline	<ol style="list-style-type: none"> 1. Teresa Piñeiro-Otero and Xabier Martínez-Rolán. <i>Understanding Digital Marketing—Basics and Actions/</i> In book: MBA: Theory and Application of Business and Management Principles. Editors: Carolina Machado, J. Paulo Davim/ Publisher: Springer. September 2016. DOI: 10.1007/978-3-319-28281-7_2 2. Digital Marketing Management A Handbook for the Current (or Future). <i>Debra Zahay</i>, PhD Business Expert Press, LLC, 2015 Inc. URL: https://www.researchgate.net/publication/272166499_Digital_Marketing_Management_A_Handbook_for_the_Current_or_Future_CEO 3. Digital Marketing Management and Transformation by Innovation. How to win in a world of digitalization and create a sustainable business. First Edition by <i>Prof. Dr. Philip Kotler, Prof. Dr. Marc Oliver Opresnik and Kohzoh Takaoka</i> Publisher: Opresnik Management Consulting; 1st edition (October 2017) Language: Englisch. 140 p. 4. Digital Marketing Guide. Tammy Cook, Ron Elmore, Kara Tanenbaum, Erich Schlenker. Published by: NC Small Business and Technology Development Center Copyright 2019. URL: https://www.sbtcd.org/pdf/digitalmarketingguide.pdf 5. Digital Marketing Step-By-Step. Ondrej Svoboda. eWay-Book. URL: https://www.eway-crm.com/blog/sales-marketing/download-free-ebook-digital-marketing-step-by-step/ 6. The Big Book of Digital Marketing. <i>John Cashman</i> URL: https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-of-Digital-Marketing.pdf 7. Kingsnorth, S., 2016. Digital Marketing Strategy: An Integrated Approach to Online Marketing, Kogan Page, Business & Economics 8. Chaffey, D. Smith, P.R., 2017. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing 5th Edition, Routledge , ISBN-13: 978-1138191709 <p style="text-align: center;"><i>Online Courses</i></p> <ol style="list-style-type: none"> 9. Digital Marketing URL: https://tell.colvee.org/course/view.php?id=15 10. Google Digital Marketing & E-commerce Professional Certificate URL: https://www.coursera.org/professional-certificates/google-digital-marketing-ecommerce 11. Meta Social Media Marketing Professional Certificate URL: https://www.coursera.org/professional-certificates/facebook-social-media-marketing 12. Digital Strategy and Business Opportunity of Digital Marketing Institute. URL: https://www.coursera.org/lecture/digital-strategy-business-opportunity/new-digital-context-Ujev8
Duration of the course	Total hours: 90 hours (3 ECTS credits).
The scope of the course	Lectures: 32 hours, practical sessions in class: 16 hours, self-study study: 42 hours.
Expected learning outcomes	<p>By the end of the course, students will:</p> <ul style="list-style-type: none"> • Demonstrate a solid understanding of fundamental concepts and principles of digital marketing management. • Develop strategic planning skills to create effective digital marketing strategies aligned with business goals. • Gain proficiency in utilizing various digital marketing channels and tactics, including content marketing, SEO, PPC advertising, social media marketing, and email marketing. • Apply digital analytics tools to track, measure, and analyze marketing performance metrics, enabling informed decision-making and optimization. • Stay updated with the latest trends, technologies, and best practices in digital marketing, ensuring relevance and competitiveness in the field.
Keywords	Digital Marketing; Social Media Management; Digital Strategy; Brand Management; Content

	Marketing; Search Engine Optimization (SEO); Pay-Per-Click (PPC); Digital Advertising; Social Media Marketing; Email Marketing; Digital Analytics; Conversion Rate Optimization (CRO); Innovations; ROI; Target Audience; Campaigns; Business Goals.
Course format	Learning in class will be conducted. Lectures (32 hours) and practical sessions (16 hours) will be offered in class (16 hours), self-study study (42 hours) in online platform. Conducting lectures, seminars and consultations for a better understanding of the topics. Full-time and part-time students are required to attend lectures according to the schedule and timely complete educational assignments in accordance with the curriculum.
Topics	<p>I. INTRODUCTION Defining challenges of digital communication. The place of a product/brand on the market, its recognition, distribution, sales channels: how these factors influence the communication strategy and determine the need for communication in digital →</p> <p>II. DIGITAL STRATEGY Digital marketing strategy: necessary conditions and role in the general marketing strategy → Consumer Decision Journey as the basis of a digital strategy → Defining key performance indicators at each stage of the CDJ, monitoring and analysis tools</p> <p>III. CREATIVE IN DIGITAL Creative techniques → Strategy implementation in creative → Features of digital design → Digital copywriting</p> <p>IV. SOCIAL MEDIA MARKETING SMM strategy, its role in the brand's general marketing strategy → Features of the audience and work with Facebook, Instagram and YouTube → Paid advertising capabilities and internal social media and performance metrics → Optimization and automation of advertising campaigns → SMM trends</p> <p>V. DIGITAL MEDIA Internet as a media channel → Digital media market overview → Digital media ecosystem (Owned, Paid, Earned Media) and KPIs → Image building and performance campaigns → Google media tools (Search, GDN, YouTube) → Web analytics → Research</p> <p>VI. PROJECT MANAGEMENT AND DIGITAL PRODUCTION Introduction to the course: general information about the developments → Platform types and technologies → Project development stages and components, participants roles → Project in the eyes of a client: internal procedures, expectations, efficiency</p> <p>VII. E-COMMERCE Unit economics and attribution models → Client segmentation and Digital Data Layer. Personalization at different stages of the sales funnel → Case studies → Self-education in digital marketing</p> <p>VIII. DIGITAL TRENDS AND INNOVATIONS: Exploring emerging trends, technologies, and innovations shaping the future of digital marketing.</p> <p>PRACTICE Module practice → Final project based on a client brief</p>
Final control, form	Credit
Prerequisites	Basic understanding of management, marketing, familiarity with fundamental of digital assets, such as social media, web-site, basic understanding of technology concepts, as the course may delve into technological aspects of innovations, proficiency in using computers, software, and online platforms, sufficient level of English language.
Teaching	Presentation, lectures, collaborative learning (formats include group projects, case-study weekly

methods and techniques that will be used during the teaching of the course	quiz, individual research work, project-oriented learning, verbal discussions, reflections).
Necessary equipment	To teach the course, it is necessary to use the following equipment: computer, tablet, smartphone, or other mobile device, projector; Software: Microsoft Office, access to Microsoft Teams Platforms and Moodle Platforms, software for internet access, and presentation software.
Evaluation criteria (separately for each type of educational activity)	<p>Assessment is conducted on a 100-point scale. Scores are awarded according to the following task: Weekly quizzes: 40% Class Participation: 10% Group Project Presentation: 25% Review for group project (peer-assessment): 5% Individual Research Paper: 20%</p> <p>Written assignments: Students are expected to complete various types of written assignments (research papers, case studies). Academic integrity is expected, and students' work should consist of original research or reflections. Failure to provide proper references, fabrication of sources, plagiarism, and interference in the work of other students are considered examples of possible academic misconduct. The discovery of signs of academic misconduct in a student's written work is grounds for its non-recognition by the instructor, regardless of the scale of plagiarism or deception.</p> <p>Attendance at classes is an important component of learning. All students are expected to attend all lectures and practical sessions of the course. Students should inform the instructor in case of inability to attend classes. In any case, students are obliged to adhere to all deadlines set for the completion of all written assignments specified by the course.</p> <p>Literature: All literature that students cannot find independently will be provided by the instructor exclusively for educational purposes without the right to transfer it to third parties. Students are encouraged to use additional literature and sources not included in the recommended list.</p> <p>Grading Policy: Scores obtained in current assessment, independent work, and final testing are taken into account. This includes attendance at classes and students' activity during practical sessions; the inadmissibility of absences and lateness to classes; the use of mobile phones, tablets, or other mobile devices during classes for purposes not related to learning; cheating and plagiarism; untimely completion of assigned tasks, and so on. Any forms of academic misconduct are not tolerated.</p>
Survey	An evaluation survey aimed at assessing the quality of the course will be provided upon completion of the course.

Course outline

Week	Topic, plan, brief theses	Form of activity (lecture/seminar)	Assignment, hours	Deadline
1-2	Unit 1: Introduction to Digital Marketing <ol style="list-style-type: none"> 1. A history of digital marketing 2. Definition of Digital Marketing 3. Digital Marketing Process 4. Digital Marketing Channels 5. Segmentation for Digital Marketing 	Lecture	2	-
1-2	Unit 1: Introduction to Digital Marketing <ol style="list-style-type: none"> 1. A history of digital marketing 2. Definition of Digital Marketing 3. Digital Marketing Process 4. Digital Marketing Channels 5. Segmentation for Digital Marketing 	Seminar	Work with literary and Internet sources, weekly quiz, verbal discussion, consulting on writing an individual and group project 2	Weekly quiz
3-4	Unit 2: Digital Strategy <ol style="list-style-type: none"> 1. Digital Marketing Strategy 2. Digital Marketing Plan 3. Content planing 4. Budgeting 	Lecture	2	-
3-4	Unit 2: Digital Strategy <ol style="list-style-type: none"> 1. Digital Marketing Strategy 2. Digital Marketing Plan 3. Content planing 4. Budgeting 	Seminar	Work with literary and Internet sources, weekly quiz, verbal discussion, case studies, consulting on the group project individual research work 2	Weekly quiz
5-6	Unit 3: Creative in Digital <ol style="list-style-type: none"> 1. Creative techniques 2. Strategy implementation in creative 3. Features of digital design 4. Digital copywriting 	Lecture	2	-
5-6	Unit 3: Creative in Digital <ol style="list-style-type: none"> 1. Creative techniques 2. Strategy implementation in creative 3. Features of digital design 4. Digital copywriting 	Seminar	Work with literary and Internet sources, weekly quiz, verbal discussion, consulting on the group project, case studies, individual research work 2	Weekly quiz

7-8	<p>Unit 4: Social Media Management</p> <ol style="list-style-type: none"> 1.SMM strategy, its role in the brand's general marketing strategy 2.Features of the audience 3.Work with Facebook, Instagram and YouTube 4.Paid advertising capabilities and internal social media and performance metrics 5.Optimization and automation of advertising campaigns 6.SMM trends 	Lecture	2	-
7-8	<p>Unit 4: Social Media Management</p> <ol style="list-style-type: none"> 1. SMM strategy, its role in the brand's general marketing strategy 2. Features of the audience 3. Work with Facebook, Instagram and YouTube 4. Paid advertising capabilities and internal social media and performance metrics 5. Optimization and automation of advertising campaigns 6. SMM trends 	Seminar	Work with literary and Internet sources, weekly quiz, verbal discussion, case studies, consulting on the group project, individual research work 2	Weekly quiz
9-10	<p>Unit 5: Digital Media</p> <ol style="list-style-type: none"> 1. Internet as a media channel 2. Digital media market overview 3. Digital media ecosystem (Owned, Paid, Earned Media) and KPIs 4. Image building and performance campaigns 5. Google media tools (Search, GDN, YouTube) 6. Web analytics . 	Lecture	2	-
9-10	<p>Unit 5: Digital Media</p> <ol style="list-style-type: none"> 1. Internet as a media channel 2. Digital media market overview 3. Digital media ecosystem (Owned, Paid, Earned Media) and KPIs 4. Image building and performance campaigns 5. Google media tools (Search, GDN, YouTube) 6. Web analytics. 	Seminar	Work with literary and Internet sources, weekly quiz, verbal discussion, case studies, consulting on the group project, individual research work 2	Weekly quiz.

11-12	Unit 6: Project Management and Digital Production 1.General information about the developments 2.Platform types and technologies 3.Project development stages and components, participants roles 4.Project in the eyes of a client: internal procedures, expectations, efficiency	Lecture	2	-
11-12	Unit 6: Project Management and Digital Production 1. General information about the developments 2. Platform types and technologies 3. Project development stages and components, participants roles Project in the eyes of a client: internal procedures	Seminar	Work with literary and Internet sources, weekly quiz, verbal discussion, case studies, consulting on the group project, defend of individual research work 2	1. Weekly quiz. 2. Defend of individual research work.
13-14	Unit 7: E-commerce 1. Unit economics and attribution models 2. Client segmentation and Digital Data Layer. 3. Sales funnel and Personalization 4. Self-education in digital marketing	Lecture	2	-
13-14	Unit 7: E-commerce 1.Unit economics and attribution models 2.Client segmentation and Digital Data Layer. 3.Sales funnel and Personalization 4.Self-education in digital marketing	Seminar	Work with literary and Internet sources, weekly quiz, verbal discussion, case studies, consulting on the group project, defend of individual research work 2	1. Weekly quiz. 2. Defend of individual research work.
15-16	Unit 8: Digital Trends and Innovations 1. Artificial Intelligence (AI) Integration 2. Big Data and Personalization 3. Machine Learning 4. Augmented Reality (AR) and Virtual Reality (VR) 5. Sustainable and Purpose-Driven Branding	Lecture	2	-
15-16	PRACTICE Module practice → Final project based on a client brief	Seminar	Case studies, defend of the group projects 2	Defend of the group projects.