



DESCRIPTION OF STUDY MODULE
FOR ERASMUS+ STUDENTS
DIGITAL MARKETING

Volume of subject	6.0 ECTS
Lecturer in charge	assoc. prof. dr. Jelena Dementjeva
Annotation	<p>The aim of this study module is to familiarize students with the concept, features, and management possibilities of digital marketing in the context of organizational strategic management.</p> <p>Therefore, the aim is to provide knowledge about the environment and elements of digital marketing, the relationship with the target audience, the peculiarities of consumer behavior in the digital space; to provide knowledge about the principles of brand management and the relationship with digital marketing tools and content management. It also aims to familiarize with the peculiarities of social network marketing management in order to achieve the organization's strategic goals.</p> <p>After the course students:</p> <ul style="list-style-type: none"> ✓ will understand the theoretical aspects of digital marketing; ✓ will be able to analyze consumer behavior and user experience level in the context of digital marketing; ✓ will be able to analyze the elements of brand management and use this knowledge to achieve digital marketing goals; ✓ will be able to formulate a digital marketing strategy; ✓ will be able to apply content marketing principles using different digital marketing tools; ✓ will be able to analyze the marketing management of a real-life organization and/or brand in a digital context and provide recommendations for the improvement of digital marketing management.
Topics	<ol style="list-style-type: none"> 1. Digital marketing concept and environment 2. Target audience, digital consumer, and prosumer 3. Brand management 4. Customer experience and customer journey map 5. Digital marketing strategy and planning 6. Content marketing 7. Websites, SEO, SEM 8. Social media marketing management
Procedure for assessment of knowledge and competences	<ul style="list-style-type: none"> ✓ 20 percent – Thematical paperwork and Presentation ✓ 20 percent – Individual project's portfolio and Presentation ✓ 60 percent – Exam (Mind map)