LITHUANIA BUSINESS COLLEGE

DESCRIPTION OF STUDY MODULE

FOR ERASMUS+ STUDENTS

DIGITAL MARKETING TOOLS

Volume of subject	**6.0 ECTS**
Lecturer in charge	assoc. prof. dr. Jelena Dementjeva
Annotation	The aim of this study module is to acquaint students with the features of using the latest digital marketing tools and their application possibilities in the context of both organizational marketing and general strategic management. Therefore, the aim is to provide knowledge about the content of digital marketing, the interface with the organization's strategic management processes, the characteristics of user groups and the differences in consumer culture; introduce the forms of electronic business, the strategic management of segmentation, positioning and marketing in the context of digitization; to provide knowledge about the use and application of e-mail, websites, SEO and SEM, content marketing, social networks and online communities in the aspect of strategic management. Also, enable students to prepare the organization's digital marketing strategy using a complex of various tools. After the course students: ✓ will be able to understand the theoretical aspects of digital marketing processes; ✓ will be able to apply different digital marketing methods and principles to achieve the intended marketing goals; ✓ will be able to analyze the marketing management of a real-life organization and/or brand in a digital context and provide recommendations for improvement of digital marketing management; ✓ will be able to independently apply digital marketing tools in practice.

Topics	1. Digital marketing environment 2. Digital consumer 3. E-business types 4. Brand management 5. Content marketing 6. Websites, SEO, SEM 7. Social media and online communities 8. Digital marketing strategy and planning
Procedure for assessment of knowledge and competences	✓ 20 percent – Thematical paperwork and Presentation ✓ 20 percent – Individual project's portfolio and Presentation ✓ 60 percent – Exam (Mind map)