



DIGITAL MARKETING

Credit points:	3 CP
Study course annotation	<p>Digital Marketing is a course that gives an idea of the diverse tools of marketing in the digital environment and their use in business, which helps to promote goods and services in the market.</p> <p><i>The aim</i> of the study course is to provide a set of theoretical knowledge about digital marketing and to develop practical application skills in working with digital marketing tools.</p> <p>Tasks of the study course:</p> <ul style="list-style-type: none"> • promote awareness of the use of digital tools; • promote understanding of business digitalization processes, digital environment and e-commerce; • develop the ability to assess digital marketing risks and opportunities; • develop the ability to analyze and model consumer behavior in digital marketing; • develop the ability to analyze various digital marketing problem situations and provide proposals for solving digital marketing problem situations; • develop the ability to plan a digital marketing strategy for business development purposes; • develop the ability to analyze and evaluate digital marketing activities.
Study results	Knowledge
	<ol style="list-style-type: none"> 1.1. Able to assess the impact of digital transformation on business and marketing strategy development; 1.2. Be able to explain the differences and suitability of digital marketing methods and tools for specific situations; 1.3. Able to define the stages of making a purchase decision and justify the appropriate digital marketing tools and channels; 1.4. Able to define the principles of digital marketing strategy development; 1.5. Able to identify and characterize digital marketing effectiveness indicators.
	Abilities
	<ol style="list-style-type: none"> 2.1. Able to analyze the effectiveness of digital marketing tools, draw conclusions and develop recommendations for improving the marketing strategy; 2.2. Able to perform comparative analysis of competitors in an e-environment using online tools; 2.3. Able to evaluate the opportunities provided by digital marketing and the effectiveness of activities. 2.4. Able to identify and analyze e-marketing problem situations. <p>Able to integrate digital marketing communication tools to achieve set marketing goals.</p>
	Competences
<ol style="list-style-type: none"> 3.1. Understands strategic digital marketing and communication processes and knows how to implement them practically; 3.2. Critically evaluate the possibilities of digital tools and make a decision about their suitability in communication with the target audience; 3.3. Able to argue and defend his opinion, recommending a digital marketing strategy for the development/improvement of the company's operations 	



Study course plan:	
No.	Topics
1	Digitalization and marketing trends. Digital Marketing Features
2	Digital marketing channels. Transition from traditional channels to digital channels.
3	E-commerce and selling in the digital environment
4	Consumer behavior in digital marketing
5	The company's digital experience and the consumer journey in the digital environment
6	Digital Marketing Media and Tools.
7	Digital marketing strategy planning
8	Digital Marketing Management and Control Techniques
9	Digital marketing budget planning
10	Digital marketing activity evaluation methods and analytics tools
Form of final examination:	
	Written theoretical and practical assignment: test and problem situation analysis and solution development
Mandatory literature of the study course:	
<ol style="list-style-type: none"> 1. Kušlavan, S., Isacker, Karel, V. Digital Marketing for Small and Medium Sized Tourism and Hospitality Enterprises. E-book, 2023. (open-access) 2. Ščulovs D, Gaile-Sarkane E. Using the electronic environment in increasing business competitiveness. – R: RTU Publishing House, 2014. – 197 pages. 	
Study course supplementary literature:	
<ol style="list-style-type: none"> 1. Hart, J. Blueprint for Success: E-Marketing. How to win the internet marketing game / Jerry Hart, Bette Dausta. - Riga: Applied Information Service, 2007. - 314 pages. 2. Kingsnorth, S. Digital Marketing Strategy. An Integrated Approach to Online Marketing. – Kogan Page, 2019. 384 p. 3. Kotler P., Kartajaya H., Setiawan I. Marketing 4.0: Moving from Traditional to Digital - NY: John Wiley & Sons, 2017. - 171 p. 	
Periodicals and other sources of information:	
<ol style="list-style-type: none"> 1. Journal of Digital & Social Media Marketing, ISSN (web) 2050-0084. Simon Beckett, UK 2. Journal of Innovations in Digital Marketing. ISSN:2765-8341. Luminous Insights. USA (open-access) 3. Journal of Travel & Tourism Marketing. Academic journal, ISSN 1054-8408. Taylor & Francis Ltd, Abington, UK 	
Changes and additions to the program and literature list are possible during the study process	