



DIGITAL MARKETING

Credit points	4 CP		
Duration of the course	6th semester		
Study course annotation	Digital Marketing is a study course that gives an idea of the diverse tools of e-marketing and their use in business, which helps to promote goods and services in the market.		
Aim of the study course	The purpose 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.		
Study course results	Knowledge	Skills	Competences
	<ol style="list-style-type: none"> 1. Understand the nature, channels and tools of e-marketing 2. Be able to explain the differences and applications of e-marketing tools in tourism and hospitality 3. Define factors affecting consumer behavior in the e-environment 4. Be able to describe the stages of the e-marketing management process 5. Understand e-marketing control methods and their practical applications 	<ol style="list-style-type: none"> 1. Able to determine the principles of target audience segmentation and apply targeting in digital communication planning 2. Able to use modern digital marketing tools in communication with the target audience 3. Able to analyze specific situations in business and draw independent conclusions about the use of e-marketing 4. Able to calculate and compile an e-marketing budget 	<ol style="list-style-type: none"> 1. Able to analyze the company's e-marketing and apply theoretical knowledge in solving practical tasks 2. Able to analyze independently found information necessary for a specific case and present it to others 3. Able to defend his opinion and participate/stimulate discussion
Study course content	Topics		
	1	Introduction to digital marketing	
	2	Development of e-commerce. Selling in the e-environment	
	3	Content Marketing. Keyword analysis	
	4	Search engine optimization (SEO, SEM)	
	5	Digital Marketing Tools Paid Ads. Google Ads	
	6	Social media marketing	
	7	Influencer marketing and blogging	
	8	Email marketing, mobile marketing	
9	Digital marketing planning, management and control		
Form of assessment:	Differentiated written assessment		
Obligatory literature:	<ol style="list-style-type: none"> 1. Kuşluvan, S., Isacker, Karel, V. Digital Marketing for Small and Medium Sized Tourism and Hospitality Enterprises. E-book, 2023. (open-access) 2. Ozturk, Ahmet, B., Hancer, Murat. Digital Marketing and Social Media Strategies for Tourism and Hospitality Organizations. - Goodfellow Publishers Limited. – 2022. 256 p. 		



Additional reading:

1. Tourism, Hospitality and Digital Transformation. Strategic Management Aspects/ ed. Kayhan Tajeddini, Thorsten Merkle, Vanessa Ratten - Taylor & Francis, 2020. 219 p.
2. Marketing 4.0. Moving from Traditional to Digital / Philip Kotler. - Wiley, 2017. - 184 p
3. Understanding Digital Marketing. Marketing Strategies for Engaging the Digital Generation / Damian Ryan. - 3rd ed. - Kogan Page Limited, 2014. - 410 p.: fig., tabl. - (+ CD)

Other sources of information:

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
4. 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