

DIGITAL MARKETING STRATEGY

Credit points	5 CP		
Study course annotation	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.		
The aim of the course	The aim of the study course is to develop the set of theoretical knowledge about strategic planning of digital marketing and to promote application of practical skills in the development of digital marketing strategy.		
Description of the results of the study course and assessment criteria:	Knowledge	Skills (knowledge, communication, general skills)	Competence (analysis, generalization and evaluation)
	Able to assess the impact of digital transformation on business and marketing strategy development; Be able to explain the differences and suitability of digital marketing methods and tools for specific situations; Able to define the stages of making a purchase decision and justify the appropriate digital marketing tools and channels; Able to define the principles of digital marketing strategy development; Able to identify and characterize digital marketing effectiveness indicators	Able to analyze the effectiveness of digital marketing tools, draw conclusions and develop recommendations for improving the marketing strategy; Able to perform comparative analysis of competitors in an e-environment using online tools; Able to evaluate the opportunities provided by digital marketing and the effectiveness of activities. Able to identify and analyze e-marketing problem situations. Able to integrate digital marketing communication tools to achieve set marketing goals.	Understands strategic digital marketing and communication processes and knows how to implement them practically; Critically evaluate the possibilities of digital tools and make a decision about their suitability in communication with the target audience; Able to argue and defend his opinion, recommending a digital marketing strategy for the development/improvement of the company's operations.
Content of the course	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	The essence, types and planning principles of digital marketing strategy	
	8	Digital Marketing Management and Control Techniques	
	9	Digital marketing budget planning	
10	Digital marketing activity evaluation methods and analytics tools.		
Form of assessment:	Exam		



Required reading:

1. Kingsnorth, S. Digital Marketing Strategy. An Integrated Approach to Online Marketing. – Kogan Page, 2019. 384 p.
2. Kotler P., Kartajaya H., Setiawan I. Marketing 4.0: Moving from Traditional to Digital - NY: John Wiley & Sons, 2017. – 171 p.

Recommended reading:

1. Kuşluvan, S., Isacker, Karel, V. Digital Marketing for Small and Medium Sized Tourism and Hospitality Enterprises. E-book, 2023. (open-access)
2. Ščeulovs D, Gaile-Sarkane E. Elektroniskās vides izmantošana uzņēmējdarbības konkurētspējas palielināšanā. – R: RTU Izdevniecība, 2014. – 197 lpp.

Other information sources:

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 the Academy of Marketing Science. Official Publication of the Academy of Marketing Science. Open-access: <https://link.springer.com/journal/11747/volumes-and-issues>

During the study process changes and additions to the program and the list of references are possible