Title of the Course	**BASICS OF DIGITAL MARKETING**		
Amount in credit points/ ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Not needed		
Science Sector			
Science Subsector			

Summary of academic hours	Amount (academic hours)
Distance learning	40
Contact hours / video lessons	8
Exercises, self – assessment questions and tests	14
Individual work/ discussions in distance	16
Exams/tests	2

1st level professional study programme	Business Logistics
Author(s) of the course	Bak. oec Gustavs Kreicbergs
Lecturer(s) of the course	Bak. oec Gustavs Kreicbergs
Goal of the course:	To create an understanding of digital marketing types, platforms, role in brand marketing strategy and development trends in order to develop skills to create targeted digital marketing activities and evaluate results of these activities.
Requirements for obtaining credit points (structure of course evaluation):	The final evaluation is calculated: Moodle discussion/tasks – 50% Test – 50% *For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.* *Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities*

Study Results

1. *Knowledge*:

    1.1. A student recognizes the advantages of digital environment in communication with the target audience;

    1.2. A student learns and understands the specific terminology of digital marketing.

    1.3. A student lists types of different digital media and communication channels with the target audience.

2. *Skills:*

    2.1. A student uses digital tools and methods for the organisation of communication, marketing, product and service trade;

    2.2. A student defines the target audience in the digital environment and develops a marketing communication plan;

    2.3. A student evaluates the results of digital marketing activities and determines their effectiveness.

3. *Competences*:

    3.1. A student creatively uses various types of digital marketing, channels and tools to achieve certain marketing goals, taking into account the chosen target audience;

    3.2. A student uses different types of digital marketing, channels and tools, integrating them into a

common, unified digital marketing strategy;
3.3. A student optimizes the work of digital marketing activities based on the analysis of their effectiveness.

Content of the Course

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self-assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E-studies	Test
1.	History, benefits, terminology and types of digital marketing.		4	3	1	
2.	The role of websites and applications in digital marketing		4	2	2	
3.	Organic social network marketing		4	2	3	
4.	Paid social network marketing	8	4	2	3	2
5.	Google digital marketing solutions		4	3	2	
6.	Digital marketing platforms, tools and self-study		4	1	3	
7.	Development of digital marketing strategy		4	2	2	
8.	Analysis of digital marketing effectiveness		4	3	1	
	TOTAL:	8	36	18	18	2
	80					

Mastering the course and successfully passing examination, student is capable of *(knowledge, skills and competencies)*

Study Results:	Evaluation Criteria		
	(40-69%)	*(70-89%)*	*(90-100%)*
Knowledge Recognize the benefits of using digital marketing and its unique features. Understand and master the specific terminology of digital marketing. Recognize different	Understands the most important digital marketing terms. Recognizes at least 3 types, methods and tools	Able to recognize the benefits and unique features of digital marketing. Understands digital marketing terms.	Able to recognize the advantages and unique features of digital marketing, interpret them creatively. Fully

types of digital marketing, platforms and channels. To optimize the operation of digital marketing activities based on the analysis of their effectiveness	of digital marketing.	Recognizes at least 5 types, methods and tools of digital marketing.	understands digital marketing terminology. Recognizes a wide range of digital marketing types, methods and tools.
Skills Use digital tools and methods for organizing communication and marketing. Identify the company's target audience in the digital environment and draw up a marketing communication plan. Finds the information you need to run a digital marketing campaign.	Uses 1-3 digital marketing techniques, channels and tools. Defines simple digital marketing goals and is able to reach the target audience of one criterion. Able to determine if a digital marketing campaign has achieved its goal.	Uses 3-5 digital marketing techniques, channels and tools to achieve a common goal. Able to set different digital marketing goals, select and reach specific target audiences. Able to determine whether a digital marketing campaign has achieved its goal, interpret the results and use them to optimize marketing activities.	Uses a wide range of digital marketing methods, channels and tools to achieve digital marketing goals. Able to set different, interrelated goals for digital marketing activities, is able to select specific, effective target audiences. Is able to determine whether the digital marketing campaign has achieved its goal, freely interprets the results, uses the obtained data for further optimization and efficiency of marketing activities.
Competences Apply various types of digital marketing, channels and tools to achieve certain marketing goals taking into account the chosen target audience. Use different types of digital marketing, channels and tools, integrating them into a common, unified digital marketing strategy. To optimize the work of digital marketing activities based on the analysis of their effectiveness.	Uses 1-3 of digital marketing types, tools and channels to achieve marketing goals, depending on the chosen target audience. Include relevant marketing types, tools and channels in the overall marketing strategy. Able to use activity analysis to make improvements to future marketing	Uses most of the digital marketing types, tools and channels to achieve marketing goals based on the chosen target audience. Incorporate relevant marketing types, tools and channels into the overall marketing strategy, setting clear priorities. Able to proactively use activity analysis	Uses all appropriate types of digital marketing, tools and channels to achieve marketing goals, taking into account the selected target audience, promotes their mutual synergy. Incorporate relevant marketing types, tools and channels into the overall marketing strategy, develop a marketing strategy

	campaigns.	to optimize current and future marketing activities.	focusing on the most effective solutions to achieve the goal of the activities. Proactively uses activity analysis, systematically incorporates results testing and campaign optimization into digital marketing strategy.

Acknowledgement of the obtained study results

Study Results Evaluation Method	1.1.– 1.3	2.1.-2.3.	3.1.-3.3.
Moodle discussions/tasks	X	X	X
Test	X	X	X

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