

Studiju kursa nosaukums	DIGITĀLĀ MĀRKETINGA PAMATI		
Apjoms kredītpunktos/ ECTS)	2/3	Apjoms (stundās)	80
Priekšzināšanas	Nav nepieciešamas		
Zinātņu nozare			
Zinātņu apakšnozare			
Akadēmisko stundu kopsavilkums	Apjoms (akadēmiskās stundas)		
Tālmācības nodarbības	40		
Kontaktstundas / video lekcijas	8		
Vingrinājumi, pašpārbaudes jautājumi un testi	14		
Patstāvīgie darbi/attālinātās diskusijas	16		
Eksāmena/Ieskaites darbs	2		
1. līmeņa profesionālās studiju programmas	Biznesa loģistika		
Studiju kursa autors(i)	Bak. oec Gustavs Kreicbergs		
Studiju kursa pasniedzējs(i)	Bak. oec Gustavs Kreicbergs		
Studiju kursa mērķis:	Radīt izpratni par digitālā mārketinga veidiem, platformām, lomu zīmolu mārketinga stratēģijā un attīstības tendencēm, lai attīstītu prasmes veidot mērķtiecīgas digitālā mārketinga aktivitātes un izvērtēt to rezultātus.		
Prasības kredītpunktu iegūšanai (kursa novērtējuma struktūra):	<p>Gala vērtējums tiek aprēķināts: Moodle diskusija/uzdevums –50_% Ieskaite – 50%</p> <p><i>Lai izliktu gala vērtējumu, abās aktivitātēs jāuzrāda sekmīgs vērtējums – ne zemāks kā 4 balles.</i></p> <p><i>Gala vērtējums ir vidējā atzīme 10 baļļu sistēmā, proporcionāli abu minēto aktivitāšu procentuālajam sadalījumam.</i></p>		
Studiju rezultāti			

1. *Zināšanas:*
 - 1.1. Studējošais atpazīst digitālā mārketinga lietošanas priekšrocības un tā unikālās īpašības.
 - 1.2. Studējošais apgūst un izprot digitālā mārketinga specifisko terminoloģiju.
 - 1.3. Studējošais uzskaita dažādus digitālā mārketinga veidus, platformas un kanālus.
2. *Prasmes:*
 - 2.1. Studējošais izmanto digitālos mārketinga metodes, kanālus un rīkus mērķtiecīgu digitālās komunikācijas īstenošanai.
 - 2.2. Studējošais digitālā vidē īstenotām mārketinga aktivitātēm definē skaidrus mērķus un mērķauditoriju.
 - 2.3. Studējošais izvērtē digitālā mārketinga aktivitāšu rezultātus un nosaka to efektivitāti.
3. *Kompetence:*
 - 3.1. Studējošais radoši pielieto dažādus digitālā mārketinga veidus, kanālus un rīkus noteiktu mārketinga mērķu sasniegšanai ņemot vērā izvēlēto mērķauditoriju.
 - 3.2. Studējošais izmanto dažādus digitālā mārketinga veidus, kanālus un rīkus, integrējot tos kopējā, vienotā digitālā mārketinga stratēģijā.
 - 3.3. Studējošais optimizē digitālā mārketinga aktivitāšu darbu vadoties pēc to efektivitātes analīzes.

Studiju kursa saturs

N.p.k.	Temati	Kontaktstundas, video, audio nodarbības	Tālmācības nodarbības	Vingrinājumi, pašpārbaudes jautājumi un testi	Patsāvīgie darbi - attālinātās diskusijas. Patsāvīgā darba apraksts pieejams e-studiju vidē	Tests
1.	Digitālā mārketinga vēsture, priekšrocības, terminoloģija un digitālā mārketinga veidi.	8	4	3	1	2
2.	Tīmekļa vietņu un aplikāciju loma digitālajā mārketingā		4	2	2	
3.	Organiskais sociālo tīklu mārketinga		4	2	3	
4.	Maksas sociālo tīklu mārketinga		4	2	3	

<p>Prasmes Izmantot digitālos rīkus un metodes komunikācijas un mārketinga organizēšanai. Noteikt uzņēmuma mērķa auditoriju digitālā vidē un sastādīt mārketinga komunikāciju plānu. Atrod nepieciešamo informāciju digitālās mārketinga kampaņas organizēšanai.</p>	<p>Izmanto 1-3 digitālā mārketinga metodes, kanālus un rīkus. Nosaka vienkāršus digitālā mārketinga mērķus un prot sasniegt viena kritērija mērķauditoriju. Spēj noteikt to, vai digitālā mārketinga kampaņa ir sasniegusi savu mērķi.</p>	<p>Izmanto 3-5 digitālā mārketinga metodes, kanālus un rīkus vienota mērķa sasniegšanai. Spēj noteikt dažādus digitālā mārketinga mērķus, atlasīt un sasniegt specifiskas mērķauditorijas. Spēj noteikt vai digitālā mārketinga kampaņa ir sasniegusi savu mērķi, interpretēt rezultātus un izmantoto tos mārketinga aktivitāšu optimizācijai.</p>	<p>Izmanto plašu digitālā mārketinga metožu, kanālu un rīku klāstu digitālā mārketinga mērķu sasniegšanai. Spēj noteikt dažādus, savstarpēju saistītus mērķus digitālā mārketinga aktivitātēm, spēj atlasīt specifiskas, efektīvas mērķauditorijas. Spēj noteikt vai digitālā mārketinga kampaņa ir sasniegusi savu mērķi, brīvi interpretēt rezultātus, izmanto iegūtos datus mārketinga aktivitāšu tālākākai optimizācijai un efektīvizācijai.</p>
<p>Kompetence Pielietot dažādus digitālā mārketinga veidus, kanālus un rīkus noteiktu mārketinga mērķu sasniegšanai ņemot vērā izvēlēto mērķauditoriju. Izmantot dažādus digitālā mārketinga veidus, kanālus un rīkus, integrējot tos kopējā, vienotā digitālā mārketinga stratēģijā. Optimizēt digitālā mārketinga aktivitāšu darbu vadoties pēc to efektivitātes analīzes.</p>	<p>Izmanto 1-3 no digitālā mārketinga veidiem, rīkiem un kanāliem mārketinga mērķu sasniegšanai, ņemot vērā izvēlēto mērķauditoriju. Iekļauj attiecīgos mārketinga veidus, rīkus un kanālus kopējā mārketinga stratēģijā. Spēj izmantot aktivitāšu analīzi, lai veiktu uzlabojumus nākotnes mārketinga kampaņās.</p>	<p>Izmanto lielāko daļu no digitālā mārketinga veidiem, rīkiem un kanāliem mārketinga mērķu sasniegšanai ņemot vērā izvēlēto mērķauditoriju. Iekļauj attiecīgos mārketinga veidus, rīkus un kanālus kopējā mārketinga stratēģijā, veidojot skaidras prioritātes. Spēj proaktīvi izmantot aktivitāšu analīzi, lai optimizētu esošās un nākotnes mārketinga aktivitātes.</p>	<p>Izmanto visus atbilstošos no digitālā mārketinga veidiem, rīkiem un kanāliem mārketinga mērķu sasniegšanai ņemot vērā izvēlēto mērķauditoriju, veicina to savstarpējo sinerģiju. Iekļauj attiecīgos mārketinga veidus, rīkus un kanālus kopējā mārketinga stratēģijā, veido mārketinga stratēģiju koncentrējoties uz efektīvākajiem risinājumiem aktivitāšu mērķa sasniegšanai. Proaktīvi izmanto aktivitāšu analīzi, sistemātiski iekļauj rezultātu testēšanu un</p>

kampaņu optimizāciju
 digitālā mārketinga
 stratēģijā.

Iegūto studiju rezultātu apliecinājums

Studiju rezultāti	1.	2.	3.
Novērtēšanas metode			
Moodle diskusija/uzdevums	X	X	X
Test	X	X	X

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