

<b>Digital Marketing</b>					<b>Code:</b>
<b>ECTS points:</b> 2	<b>Hours:</b> 15	<b>Year:</b> 2022/23	<b>Semester:</b> winter	<b>Status:</b> Elective	<b>Language:</b> English
<b>Lecturer:</b> dr Liwia Delinska <b>Email:</b> liwia.delinska@ug.edu.pl					
<b>Course description:</b>					
<p>The aim of the course is to acquire knowledge and skills in the field of digital marketing. The students will be equipped to undertake online marketing activities in variety of organizations. Recommended reading will provide students with deeper exploration of theory. The practical case study exercises and group project will ensure complementary learning through practical research and experience. In the end of the course students will be able to analyse situations, identify the most appropriate course of action and implement the strategies and tactics that will help the organization meet its online marketing objectives.</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. The digital environment</li> <li>2. Digital customers</li> <li>3. Marketing goes digital</li> <li>4. Search engine optimization</li> <li>5. Website development</li> <li>6. E-commerce</li> <li>7. Advertising online</li> <li>8. E-mail marketing</li> <li>9. Marketing on social media</li> <li>10. Metrics and analytics</li> </ol> <p><b>Classes:</b> workshops related to the content presented in the lectures.</p>					
<b>Reading list:</b>					
<p><b>Literature required to pass the course:</b></p> <ol style="list-style-type: none"> <li>1. Kotler P., Kartajaya H., Setiawan I. (2021), <i>Marketing 5.0: Technology for Humanity</i>, John Wiley &amp; Sons.</li> <li>2. Charlesworth, A. (2018), <i>Digital marketing: a practical approach</i>, Routledge.</li> <li>3. Chaffey D., Ellis-Chadwick F. (2019), <i>Digital marketing: strategy, implementation and practice</i>, Pearson.</li> </ol> <p><b>Complementary literature:</b></p> <ol style="list-style-type: none"> <li>1. Dodson I. (2016), <i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns</i>, Wiley.</li> <li>2. Kingsnorth S. (2016), <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i>, Kogan Page</li> <li>3. Wright T., Snook C.J. (2016), <i>Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience</i>, Wiley.</li> </ol>					
<b>Grading:</b>					
The final grades are based on the score according the University terms of study:					

50% or less - 2,0 (fail)  
>50% - 3,0 (pass)  
>60% - 3,5 (pass +)  
>70% - 4,0 (good)  
>80% - 4,5 (good+)  
>90% - 5,0 (very good)

**Prerequisites:**

There are no pre-requisites for this course