SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

2700 Blagoevgrad, 66 Ivan Michailov Street
Tel. + 359 /73/ 8855 01, Fax: + 359 /73/ 8855 16
E-mail: info@aix.swu.bg
http://www.swu.bg

Department: Management and Marketing

ECTS Information Package

Major: Business marketing and advertising
Master program: Digital Marketing

Education and qualification degree: Master

The training in the Master's program "Digital Marketing" is designed for students who have completed the educational qualification degree "Bachelor" / "Master" in professional fields 3.7. Administration and management, 3.8. Economics and 3.9. Tourism.

1. OVERALL PRESENTATION OF THE PROGRAM

This qualification characteristic reflects the scope and level of professional knowledge and skills that graduates must acquire and the areas of their future professional realization. The syllabus is in line with the requirements of the modern labour market. Its main goal is to prepare competitive, highly qualified digital marketing specialists for business needs in the country and abroad.

2. PURPOSE OF THE PREPARATION:

The training of students in this speciality includes mandatory specialization training and elective courses. Prerequisites and opportunities are created when using the whole arsenal of knowledge.

The Master's program in "Digital Marketing" aims to prepare highly qualified, innovative and competitive professionals in the field of digital marketing to meet technological changes and business requirements. For the purposes of the training, specialists from the practice are also involved, who will pass on their experience, skills, and knowledge to prepare the masters in digital marketing. The program's emphasis is on the use of the online environment as an important channel, providing interactivity and personalization in communication with the audience. The subjects included in the training course cover key knowledge in the scope of digital marketing, with a focus on content marketing, email marketing, social media marketing, search engine marketing, user experience and digital merchandising, development of start-up projects in digital marketing, building strategies for digital campaigns, etc. In the course of the training, projects will be assigned to contribute to the application of the acquired knowledge and skills in the online environment.

The training in the Master's program "Digital Marketing" ensures the realization of the following goals:

1. Providing fundamental and specialized knowledge in the field of digital marketing.

2. Achieving high qualification of the trainees for detecting problems from the business practice in digital marketing.

3. Building skills for making independent digital marketing decisions in unpredictability and a dynamic market by applying adequate to the specific situation solutions.

4. Training of highly qualified staff with innovative thinking, with the necessary training to deal with the technological environment's challenges.

3. ACQUIRED KNOWLEDGE, SKILLS AND COMPETENCIES ACCORDING TO THE NATIONAL QUALIFICATIONS FRAMEWORK

Knowledge

The student should:

• have a wide range of theoretical and practical knowledge, many of which specialize in digital marketing, building on what was achieved in the previous stage of training.

• know understands and expresses theories, concepts, principles and laws.

• have highly specialized theoretical knowledge, including avant-garde, which forms a basis for originality in developing and implementing innovative ideas and solutions.

• demonstrate a critical awareness of knowledge in digital marketing and the links between the different areas studied.

Skills

The student should:

• have a wide range of practical and cognitive skills and approaches needed to understand abstract problems and develop creative solutions.

• diagnose problems and solves them, based on modern research by integrating knowledge from new or interdisciplinary fields, showing the ability to generate new knowledge and procedures related to research and innovation.

• formulate adequate judgment in situations characterized by incomplete or limited information and unpredictability.

• develop new and diverse skills in response to emerging knowledge and practices.

• demonstrate free application of innovative methods and tools, characterized by innovation in solving complex tasks and unpredictable problems in the specialized field of work.

• show initiative in work and learning in a complex and unpredictable environment, requiring solving many problems with interacting factors.

• be able to freely and argumentatively present the results obtained from the conducted research. For this purpose, he develops scientific publications and participates in scientific forums.

• have in-depth skills to prepare presentations to present the results of their research and development.

Competences

1. Independence and responsibility

The student should:

• be able to build administrative and organizational structures and independently manage teams for solving complex problems in unpredictable environments, with many interacting factors and variable possibilities.

• demonstrate in-depth competencies in creating and interpreting new knowledge in digital marketing through its own research or other scientific activity.

• demonstrate mastery of operational interaction in managing change in a complex environment.

• show creativity and innovation in project development.

• initiate processes and organizes activities that require a high degree of coherence, formulates policies and demonstrates leadership qualities for their implementation.

2. Learning competencies

The student should:

• systematically and thoroughly assess his knowledge and identifies needs for new knowledge.

• demonstrate a high degree of independence and easily navigates complex learning content, applying their own approaches and methods to master it.

• use a variety of methods and techniques for learning complex learning content.

• have a rich conceptual apparatus and demonstrates abilities for conceptual and abstract thinking.

3. Communicative and social competencies

The student should:

• be able to present clearly and easily their own ideas, problem formulations and possible solutions to a specialized and non-specialized audience, using a wide range of techniques and approaches.

• develop and presents reasoned ideas about social processes and practices and justifies proposals for improvement or change.

• fully communicate in some of the most common European languages.

4. Professional competencies

The student should:

• collect, process and interpret specialized information needed to solve complex problems in the field.

• integrate a wide range of knowledge and information sources in a new and relatively unknown context.

• make sound judgments and find solutions in a complex environment of diverse interactions.

• demonstrate abilities for adequate behaviour and interaction in a professional and/or specialized environment.

• be able to solve problems by integrating complex sources of knowledge, in conditions of insufficient available information, in a new unknown environment.

• be able to initiate changes and manage development processes in complex conditions.

4. FIELDS OF PROFESSIONAL REALIZATION

Graduates of the Digital Marketing specialty receive specialized training, allowing them to practice the following professions and occupy the relevant positions, according to the National Classification of Occupations and Positions, 2011:

Code 122 Sales, marketing and development managers - Sales and marketing managers; Commercial Director; Manager, sales and marketing; Purchasing/sales manager; Marketing Manager / Marketing Director; Market Research Manager; Head, Marketing Department; Head, sales department; Brand Manager / Brand Manager; Advertising and public relations managers; Manager, public relations; Advertising Manager; Manager, advertising and public relations;

Code 243 Sales, marketing and public relations specialists; Advertising and marketing specialists; Analyzer, market research; Marketing expert; Expert, advertising; Expert, pricing policy; Public relations specialists; Expert, public relations, etc.

The qualification characteristic of the speciality "Business marketing and advertising" for the educational qualification degree "Master" with the professional qualification "Master of Digital Marketing" is a basic document that determines the development of the curriculum and study programs. It complies with the Law on Higher Education, with the Ordinance on the state requirements for acquiring the Master's degree, Bachelor's degree, Specialist's degree and with the Regulations of SWU Neofit Rilski.

STRUCTURE OF CURRICULUM

FIELD OF HIGHER EDUCATION: ECONOMICS
PROFESSIONAL DIRECTION: 3.8. ECONOMICS
MAJOR: BUSINESS MARKETING AND ADVERTISING
MASTER PROGRAM: **DIGITAL MARKETING**
EDUCATION AND QUALIFICATION DEGREE: MASTER
PROFESSIONAL QUALIFICATION: MASTER IN DIGITAL MARKETING
FORM OF EDUCATION: FULL TIME

First year

First semester	ECTS credits	Second semester	ECTS credits
1. Introduction to digital marketing	6.0	1. Search engine marketing	4.0
2. Content marketing	6.0	2. User experience and digital merchandising / OCR	3.0
3. Email marketing	4.0		
4. Social media marketing	6.0	3. Strategies for building digital marketing campaigns	3.0
5. Elective course – Module I	4.0		
6. Elective course – Module II	4.0	4. Elective course – Module III	3.0
		6. Elective course – Module IV	2.0
		State exam or Defense of a Master Thesis	15.0
Elective courses – Module I (students choose one course)		**Elective courses- Module III (students choose one course)**	
1. Strategic Marketing	4.0	1. Online marketing research	3.0
2. Management and working with electronic communities	4.0	2. Conversational marketing	3.0
		3. Online consumer behavior	3.0
3. Digital systems for visualization and advertising	4.0		
Elective courses – Module II (students choose one course)		**Elective courses – Module IV (students choose one course)**	
1. Development of copyrighting skills	4.0	1. Customer relationship management systems	2.0
2. Digital brand management	4.0	2. Netiquette	2.0
3. CMS for digital marketing	4.0	3. E-commerce	2.0
		4. Start-up projects in digital marketing	2.0
	Total 30		Total 30

TOTAL FOR 1 ACADEMIC YEAR: 60 CREDITS

INTRODUCTION TO DIGITAL MARKETING

ECTS credits: 6   **Academic hours per week:** 4l + 0s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 1
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course in the discipline "Introduction to Digital Marketing" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers general introductory concepts in digital marketing, building an online marketing strategy, attracting consumer attention, building a marketing campaign, planning B2B campaigns, basic online marketing tools, search engine marketing, email marketing, social media marketing, etc. The main tasks that should be solved in the implementation of the syllabus are: gaining knowledge about the basics of digital marketing and its main aspects for differentiation in the online environment; developing an accurate and reliable idea of the opportunities offered by digital marketing to reach target audiences; Creating skills for analysis and evaluation of applied marketing tools in the online environment.
Contents of the course:
From traditional to digital marketing. Digital marketing mix. Creating a value proposition. Content marketing. Email marketing. Social media marketing. Search engine optimization in digital marketing. Digital user experience. Consumer behaviour in the digital world. The essence of digital. Segmentation, target market selection and positioning. The role of the marketing environment in digital strategic planning. Planning and implementation of digital marketing strategy. Online marketing research. Organizing and conducting digital marketing campaigns.
Teaching and assessment
Teaching is in the form of lectures. At the beginning of each lecture, a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence during the training are assessed, and the results achieved by the set assignments and course projects are of great importance.

CONTENT MARKETING

ECTS credits: 6   **Academic hours per week:** 4l + 0s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 1
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course on the subject "Content Marketing" is developed following the general objectives of the Master's program "Digital Marketing". Content marketing is becoming increasingly important in the context of digital business transformation. Content marketing is the new engine of sales. It is the most effective technique in engaging the audience with the relevant brand, as it not only educates customer behaviour and actually solves problems by publishing relevant content. It is related to the publication of interesting content that has a high value for the client. Content marketing enables successful positioning by building trust and loyalty in customers. The user successfully crosses through the sales funnel, regardless of the size of the company. Combining content marketing strategy with the right tools allows you to build and scale a marketing plan that works well for business.
Contents of the course:
Establish a content marketing strategy. Ways to attract consumer attention. Business model and brand. Building a content marketing plan. Building user databases. Discover Buyer personas. Creating custom paths. Finding

sales opportunities. Creating content. Content channel planning. Content sharing. Working with influencers. Monitoring of the business model and the value of the brand.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture, a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence during the training are assessed, and the results achieved by the set assignments and course projects are of great importance.

EMAIL MARKETING

ECTS credits: 4   **Academic hours per week:** 2l + 0s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 1
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course in the discipline "Email Marketing" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers general introductory concepts related to email marketing, platforms for implementing email marketing, ESP systems, building and managing lists, campaigns and newsletters, optimizing the results of email campaigns and more. The main tasks that should be solved in the implementation of the curriculum are: gaining knowledge of the basics of email marketing, how to organize an email campaign addressed to the target audience of the company; developing an accurate and reliable idea of the opportunities offered by email marketing for targeted addressing and sending offers, automating the process of email campaigns; creating skills for analysis and evaluation in conducting email campaigns, optimizing results.

Contents of the course:
A modern understanding of email marketing. Platforms, ESP, reputation. Build a list. List management. Critical elements when creating an email.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture, a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence during the training are assessed, and the results achieved by the set assignments and course projects are of great importance.

SOCIAL MEDIA MARKETING

ECTS credits: **6**   **Academic hours per week:** 2l + 0s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 1
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The course aims to give students in-depth knowledge of the methodology and methodology of developing, implementing and controlling marketing strategies in social networks, forming skills for applying this knowledge in practice. Social media marketing requires both strategy and creativity. Its benefits are far beyond increasing sales. Increasing advertising "noise" through social media increases brand awareness, increases traffic and promotes products and services. This course aims to build students' skills to effectively apply online marketing tools for social media, creating opportunities for better brand recognition, generating conversions, audience communication, creating social signals, applying storytelling, activating viral marketing, forming attitudes, earning trust and creating loyalty. The aim is to balance the acquisition of knowledge, acquire skills, develop professional competencies and strategic marketing thinking, and behaviour in future marketers.

Contents of the course:
Introduction to social media marketing. Identifying key competitors in SMM. Launch SMM campaigns. Development of SMM strategies. Choice of platforms for SMM. Explore SMM strategies for Facebook. Marketing on Twitter. Build a strategy for YouTube. Build a strategy for LinkedIn. Applicable strategies on Instagram. Marketing for Generation Z. Influence of influencers. Build an SMM mobile campaign. Brand

advocates in SMM. Analysis and evaluation of the results of implemented SMM campaigns. Use real-time marketing.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture, a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence during the training are assessed, and the results achieved by the set assignments and course projects are of great importance.

STRATEGIC MARKETING

ECTS credits: 4   **Academic hours per week:** 2l + 1s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 1
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The course aims to give students an in-depth knowledge of the methodology and methodology of developing, implementing, and controlling marketing strategies in companies and form skills for applying this knowledge in practice. Aspects of the strategic marketing process are clarified in a logical sequence: the nature, characteristics and stages of strategic marketing planning, the methodology of marketing analyzes, the content and structure of marketing strategies, the classification of marketing strategies according to different criteria, the design features of marketing organizational structure and marketing control. The aim is to balance the acquisition of knowledge, acquire skills, develop professional competencies and strategic marketing thinking, and behaviour in future marketers.
Contents of the Course:
Nature and importance of strategic marketing. Process of developing a marketing strategy. Requirements that the strategic marketing plan must meet. Marketing audit. Analysis of the industry and competitors. Market and consumer analysis. Analysis of the results of marketing activities. Cost-volume-profit analysis and its use in the marketing planning process. Marketing goals. Marketing strategy. Types of marketing strategies. Implementation and control of the marketing strategy.
Teaching and assessment
Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

MANAGEMENT AND WORKING WITH ELECTRONIC COMMUNITIES

ECTS credits: 4   **Academic hours per week:** 2l + 1s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 1
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course is aimed at revealing the nature and knowledge about online communities, as well as creating skills for their effective management. Digital technologies play an important role in people's daily lives and their importance will increase in the future. Knowledge of digital communities and cyberpsychology creates good conditions for business development. Issues of good knowledge of individuals, societies, psychology, and how digital technologies can use and manage these relationships and how this can affect people's lives offline are important. The aim of the course is to present key theories and acquaint students with empirical research on the cyberpsychology of individuals and how this can be used as an effective tool for mastering the audience and working with it.
Contents of the Course:
Concept of "ego" in cyberspace. Online relationships. Internet identity. Generation Z and digital technologies. Determining Internet skills. Digital skills as a key to the information society. Internet skill levels. Benefits of the

online society - civic engagement. Benefits of the online community - political participation. From digital division to digital citizenship. Media diffusion and digital society.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

DIGITAL SYSTEMS FOR VISUALIZATION AND ADVERTISING

ECTS credits: 3   **Academic hours per week:** 2l + 1s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 1
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course in the discipline "Digital systems for visualization and advertising" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers design, aesthetics, visualization, composition, etc. The training is suitable for complete beginners without any previous experience or knowledge and for beginning graphic designers who want to get acquainted with the basic creative principles, terms and processes. The course provides basic knowledge of composition, colour, fonts, working with lattices, graphic symbols, light.

Contents of the Course:
Basics of computer graphics. Basic transformations. Types of curves and surfaces. Work environment, menus, tools, settings. Working with files. Fonts, texts, symbols. Creating graphic objects. Processing of objects. Contour and fill. COREL Photopaint, COREL Chart, COREL Show. Work environment, menus, tools, settings. Starting and creating a new project. ADOBE Premier. Import files into the project. Working with videos. Video effects.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

DEVELOPMENT OF COPYRIGHTING SKILLS

ECTS credits: 4   **Academic hours per week:** 2l +10s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 1
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course on the subject "Development of copyright skills" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it includes introductory concepts in copywriting, writing eye-catching texts for various advertising channels and audiences, creating persuasive messages and more. The lecture course aims to form students' knowledge of the basics of copywriting, the role of the copywriter and the necessary qualities; to create texts that engage the user's attention, creating skills for writing texts - articles, advertisements, emails and the use of graphic design for digital presentation.

Contents of the Course:
Introduction to copywriting. Writing a catchy title. Writing texts that communicate easily with the audience. Writing texts that drive sales. Preparing to create content. Creating print ads. Writing materials distributed through traditional mail. Writing brochures, catalogues and other commercial materials. Writing materials related to PR campaigns. Writing ads and multimedia presentations. Writing in an online environment, creating texts for email marketing (email copywriting). Difference between traditional copywriting and SEO. Necessary qualities of the copywriter. How to hire and how to work with copywriters. Graphic design for copywriters.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during

the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

DIGITAL BRAND MANAGEMENT

ECTS credits: 4 **Academic hours per week:** 2l + 0s
Form of assessment: on-going control and exam **Type of exam:** written
Semester: 1
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course in the discipline "Digital Brand Management" is developed following the Master's program's general objectives in "Digital Marketing". Structurally, it covers key issues concerning the activities related to the digital positioning of the brand. This lecture course aims to create knowledge and skills in students about brand value creation, design of marketing programs for value creation, management of brand value creation activities, development of a system for measuring and managing brand value, etc.
Contents of the Course:
Brand, brand management and digital brand management. Value of the user-oriented brand and online positioning of the brand. Creating a brand value chain in a digital environment. Selection of brand elements when creating brand value. Designing a marketing program to create brand value. Integrated marketing communications in creating brand value. Creating secondary associations for the brand when building brand value. Development of a system for measuring and managing the value of the brand. Ways to create brand value: intercepting consumer thinking. Measuring the value of the brand through the results of the applied strategy. Design and implementation of brand strategies. Introduction of new products and expansion of product lines. Brand management in perspective. Brand management abroad and market segments. Development and maintenance of brand value.
Teaching and assessment
Teaching is in the form of lectures. At the beginning of each lecture, a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence during the training are assessed, and the results achieved by the set assignments and course projects are of great importance.

CMS FOR DIGITAL MARKETING

ECTS credits: 4 **Academic hours per week:** 2l + 1s
Form of assessment: on-going control and exam **Type of exam:** written
Semester: 1
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course on the subject "CMS systems for digital marketing" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers general introductory concepts in CMS content management systems, content automation and development, open-source systems and paid content management software, basic business models in CMS, etc. The main tasks that should be solved in the implementation of the curriculum are: gaining knowledge about the main characteristics of CMS systems, benefits and difficulties in their use; developing an accurate and reliable idea of the opportunities offered by CMS systems and a clear orientation for their applicability in specific cases; creating skills to optimize content using a CMS.
Contents of the course:
Nature and purpose of CMS. Types of content management systems. Automation and content development. Creating marketing plans and formatting content. Systems against performance - platforms against a product, open-source against paid software. Open-source CMS. Business models of open source companies. Paid content management systems. Human resources providing CMS - editors, developers, administrators, retailers. Difficulties in performing content analysis. Content modelling - data modelling and content management. Content aggregation. Content form. Aggregation models: implicit and explicit. Content functionality. Static versus dynamic stacking, variable to fixed, manual or automatic. Restrictions on the type and amount of content. Summary of content generation characteristics.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

SEARCH ENGINE MARKETING

ECTS credits: 4   **Academic hours per week:**4l + 0s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 2
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:

The course aims to acquaint students with the basic terminology that ensures the discipline and the analytical tools used in search engine marketing. The material is selected following the planned hours and the specifics of the speciality. Within a reasonable compromise between theoretical and empirical material, priority is given to the relationship between search engine marketing and companies' successful online positioning. The course is one of the main disciplines in the training of Masters in "Digital Marketing". It specifies the number of theoretical positions related to search engine marketing, prioritising the practical orientation and application of the main digital tools for organic and paid search. The main tasks that should be solved in the implementation of the curriculum are: gaining knowledge of the basics of search engines, as well as building marketing strategies in the field of digital marketing; developing an accurate and reliable idea of the opportunities offered by SEM, with the ability to automate search engine marketing processes; creating skills for analysis and evaluation in conducting SEM strategies, optimizing results.

Course contents:

Introduction to Search Engine Marketing (SEM). Difference between Search Engine Marketing and Search Engine Optimization, SMM Strategies, Development of Search Engine Marketing Strategies. Auxiliary tools used in search engine marketing. Working with WordStream Advisor and Kenshoo tools. Analysis of the risks of penalties from the popular search engines Google, Yahoo, Bing, etc. Tactics in building SEM campaigns. Building a marketing strategy for search engines, main stages. An overview of the popular PPC (Pay Per Click) programs of search engine leaders. Optimizing the results.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture, a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence during the training are assessed, and the results achieved by the set assignments and course projects are of great importance.

USER EXPERIENCE AND DIGITAL MERCHANDISING / OCR

ECTS credits: 2   **Academic hours per week:**2l + 1s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 2
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:

The lecture course on the subject "User experience and digital merchandising / OCR" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers general introductory concepts related to the emotional impact of users, life cycle of the user experience, design of interaction models, creation of psychological models and conceptual design, research and analysis of the user experience, creation of prototypes of interaction design, implementing solutions in a real environment. The main tasks that should be solved in the implementation of the curriculum are: gaining knowledge of the basics of digital merchandising and creating an experience for consumers; developing an accurate and reliable idea of the opportunities that open up for business by applying a synthesized approach to integrating the user experience into design solutions; creating skills for analysis and evaluation of user experiences, as well as constructing and applying a model for interaction with the user.

Contents of the Course:
Emotional impact as part of the user experience. A life cycle of the user experience. Extraction of user activity data. Designing an interaction model. Construction of design models. Design of thinking, ideas and sketching. Mental models and conceptual design. "Production" of the design. Interaction model specifications. User experience goals, metrics and targets. Prototyping during design. Evaluating the user experience through formal and informal methods for summary evaluation. Methods for rapid evaluation of the user experience. Empirical evaluation process - preparation, starting the session, data analysis, reporting the results. Applying a synthesized approach to integrate the user experience into design solutions. Interaction cycle and user action framework. Implementing solutions in a real environment.

Teaching and assessment:
Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

STRATEGIES FOR BUILDING DIGITAL MARKETING CAMPAIGNS

ECTS credits: 2   **Academic hours per week:** 2l + 1s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 2
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course on the subject "Strategies for building digital marketing campaigns" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers general introductory concepts related to the nature of digital marketing strategies, search engine strategies - SEO and paid search, SMM strategies, content strategies and more. The main tasks that should be solved during the implementation of the curriculum are: gaining knowledge about the basics of digital marketing strategy and the process of planning digital marketing campaigns; building skills for analysis and evaluation of the digital marketing environment, identification of the factors that influence company behaviour; identification of key performance indicators; Creating skills for planning a digital corporate presence, based on a choice of strategies for different online platforms.

Contents of the Course:
Nature of digital marketing strategies. Analysis of the digital marketing environment. Building a user-oriented online strategy. Creating a business model. Global strategy. Brand strategy. Strategic vision. Establishing the key indicators for measuring the effectiveness of the strategy. Barriers and considerations in building the strategy - technology, skills, budget and resources, business priorities. Strategy planning process. Build an SEO strategy. Paid search strategies. Display advertising strategies. Social media strategies. User experience and transformation. CRM and customer retention. Personalization strategies and tactics. Content strategy (content strategy).

Teaching and assessment:
Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

ONLINE MARKETING RESEARCH

ECTS credits: 3   **Academic hours per week:** 2l + 1s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 2
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course in the discipline "Online Marketing Research" is developed following the general objectives of the Master's program "Digital Marketing". In structural terms, it covers general introductory concepts covering online marketing research, emphasis on the specifics of digital research, technology for conducting

quantitative and qualitative research in the online environment, innovations in digital research, etc. The main tasks that should be solved in the implementation of the curriculum are: gaining knowledge about the basics of digital marketing research; specifics of the different platforms and areas for conducting research; designing and conducting quantitative and qualitative marketing research in a digital environment; creating skills for conducting online marketing research, analysis and evaluation of research results.

Contents of the Course:

Online Quantitative Surveys - View online quantitative surveys. Web research systems. Design of online surveys. Working with panels and databases. Conducting an online survey; *Online Quality Surveys* - An overview of online quality surveys. Online focus groups. Forum groups and parallel IDI. Other online quality methods. Summary of qualitative research; *Social Media Research* - Blogs as Research Tools. Online research communities. Blog and Buzz surveys; *Research topics* - Specialized areas of research. Website research. Research techniques and approaches. The market research business; *News in online marketing research* - New marketing research. Trends and innovations. Review of online and social media research.

Teaching and assessment:

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

CONVERSATIONAL MARKETING

ECTS credits: 3   **Academic hours per week:** 2l + 1s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 2
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course in the discipline "Conversational Marketing" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers introductory concepts concerning the new trend in digital marketing, the so-called conversational marketing; automation of the processes of communication with the prospectuses by implementing chatbots on the sites, automation of the email marketing by answering inquiries in real-time, after-sales communications, reporting the effectiveness of the application of conversational marketing, etc. The main tasks that should be solved in the implementation of the curriculum are: gaining knowledge of the basic forms used for the implementation of conversational marketing with brochures through real-time communication; emphasis on bot-chats for conducting qualified conversations; creating skills for measuring the effectiveness of the application of conversational marketing by analyzing consumer behaviour and sales volume.

Contents of the Course:

Introduction to conversational marketing - from supply to demand. The rise of conversational marketing. Real-time conversations to achieve hyper-growth. Conversational marketing as a way to generate potential customers in real-time. Using chatbots. Search for the perfect balance. Shifting the forms for capturing prospectuses with conversation forms. Ending the conflict in the understandings of marketing and sales. Add real-time messages to the website to capture more leads. Redesign the email marketing strategy and adapt it to a real-time conversation. Mastering the art of having a qualified conversation. Filter communication and target the best possible customers. Building a chatbot for qualified communication. Guiding consumers through the sales funnel by process automation. Increase sales by creating a better user experience with real-time conversation. Consistency in email newsletters supporting customer engagement. After-sales communications with customers. Measuring conversational marketing results through sales volume.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

ONLINE CONSUMER BEHAVIOR

ECTS credits: 3   **Academic hours per week:** 2l + 1s
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 2

Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course on the course "Consumer Behavior in an Online Environment" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers introductory concepts in consumer behaviour in a digital environment; the factors that determine the consumer attitude and stimulate specific behaviour; the influence of the various online tools for involving consumers in the marketing funnel and the use of specific tools at each stage of its online journey, etc. The main tasks that should be solved in the implementation of the curriculum are: gaining knowledge about the nature of consumer behaviour and the main factors that influence the stimulation of consumer behaviour; building strategies to attract consumer attention and form desired behaviour; creating skills for engaging the audience, involving it in the marketing funnel, guiding it in the consumer path.
Contents of the Course:
Nature of consumer behaviour. Online audience. Porter's Five Forces and Consumer Behavior. Influence of communities on consumer behaviour. Influence of advertising on consumer behaviour. Interface and navigation as factors influencing user behaviour. Remarketing and stimulating consumer interest. Involvement of the consumer in the sales funnel. Maintaining consumer engagement. User life cycle management. Building strategies by phases of the user's life cycle. Content development concerning consumer behaviour. Building trust in the consumer. Testing online tools and tracking user response. Consumer behaviour reports.
Teaching and assessment:
Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS

ECTS credits: 2   **Academic hours per week:** $2l + 0s$
Form of assessment: on-going control and exam   **Type of exam:** written
Semester: 2
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course on the subject "Customer Relationship Management Systems" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers general introductory concepts related to relationship management systems, selecting appropriate CRM software, creating storylines and user paths through customer relationship management systems, process automation, business measurement through CRM, and managing projects and events through CRM, etc. The main tasks that should be solved in implementing the curriculum are: gaining knowledge about the basics of customer relationship management systems; design and implementation of customer relationship management systems; creating skills for measuring business efficiency, managing customer relationships, feedback and finding customer support.
Contents of the Course:
Nature of customer relationship management (CRM) systems. Company training for CRM. Choosing the best software. Organizing CMR through segments and users. Create a storyline and custom paths through CRM. Defining the process and database model. CRM implementation. Setting up CRM elements. Techniques for intercepting potential customers when building a CRM database. Effective communication via e-mail. Marketing through process automation. Knowledge base management in applied CRM. Project management with CRM. Event management through CRM. Measuring business through CRM. Providing feedback and customer support.
Teaching and assessment
Teaching is in the form of lectures. At the beginning of each lecture, a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence during the training are assessed, and the results achieved by the set assignments and course projects are of great importance.

NETIQUETTE

ECTS credits: 2
Form of assessment: on-going control and exam
Semester: 2
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course in the discipline "Netiquette" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers general introductory concepts related to value creation through the behaviour we demonstrate on the Internet, why it is necessary to have good manners, what are the main mistakes we make in the online environment, how to write emails, how to create a reputation for the audience, etc. The main tasks that should be solved in the implementation of the curriculum are: gaining knowledge about the need for good manners in the online environment; designing behaviour to increase the value of the company and building positive attitudes in the audience; creating skills for writing e-mails, following the basic rules of e-mail communication.

Academic hours per week: 2l + 0s
Type of exam: written

Contents of the Course:
Need for good manners in a digital environment. Major omissions and mistakes made in the online communication environment. Responsibility for sharing content. Behaviour in social networks. Using emotions when publishing content. Trust and online marketing. Building relationships with consumers based on trust. Trust as a factor in adapting the online activity to meet interests. Anatomy of email. Basic types of emails. Rules for writing a perfect email.

Teaching and assessment
Teaching is in the form of lectures. At the beginning of each lecture, a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence during the training are assessed, and the results achieved by the set assignments and course projects are of great importance.

E-COMMERCE

ECTS credits: 2
Form of assessment: on-going control and exam
Semester: 2
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course on the subject "E-commerce" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers general introductory concepts related to the terminological apparatus, a digital business landscape, how to analyze the market environment, create an e-shop, form digital business strategies, and manage supply chains and more. The main tasks that should be solved during the implementation of the curriculum are: gaining knowledge about the basics of e-commerce, revealing the place of e-commerce in the e-business system; knowledge of basic platforms for creating e-shops; creating skills for analysis and evaluation of the market environment, choosing an appropriate platform according to the nature of the business, measuring results and optimizing web-based company resources.

Academic hours per week: 2l + 0s
Type of exam: written

Contents of the Course:
Introduction to digital business and e-commerce. Market analysis for e-commerce. Digital business infrastructure management. E-environment. Digital business strategies. Supply chain management. E-delivery. Digital marketing. Customer relationship management. Change management. Analysis and design. Digital business services - implementation and optimization.

Teaching and assessment
Teaching is in the form of lectures. At the beginning of each lecture, a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence during the training are assessed, and the results achieved by the set assignments and course projects are of great importance.

START-UP PROJECTS IN DIGITAL MARKETING

ECTS credits: 2
Form of assessment: on-going control and exam

Academic hours per week: 2l + 0s
Type of exam: written

Semester: 2
Methodological guidance:
Department: Management and Marketing
Faculty of Economics
Annotation:
The lecture course on the subject "Start-up projects in digital marketing" is developed following the general objectives of the Master's program "Digital Marketing". Structurally, it covers general introductory concepts that characterize the process of starting a digital business, creating a business plan for online marketing and implementing specific strategies for different digital platforms. The main tasks that should be solved in the implementation of the curriculum are: obtaining knowledge from the origin of the business idea, through its development and its implementation in a working business; building skills for developing a business plan, preparing and creating conditions for starting and promoting a business; creating skills for analysis and evaluation of the preconditions for starting a business, estimating the necessary costs, activities for buying a domain, creating a website, opening categories on the website and introducing products by individual categories, establishing the terms of payment, monitoring of the ordering system, etc.
Contents of the Course:
Business idea development. Product selection. Market research. Estimation of Start-up costs. Creating a business plan. Domain name registration. Buying a package - domain and building a website. Preparation of product descriptions. Creating a logo. Set up a Quick Shopping Cart account. Edit the information of the online store and add a logo. Set up the website template and activate a PayPal account. Set up an email for the website. Add categories to the website. Add products to categories. Website publishing. Monitoring of orders. Payment processing with PayPal. Complete the order and enter delivery information. Mark the order as sent. Business promotion. Create a special offer. Keeping in touch with customers. Work on site optimization. Using analysis tools.
Teaching and assessment
Teaching is in the form of lectures. At the beginning of each lecture, a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence during the training are assessed, and the results achieved by the set assignments and course projects are of great importance