Syllabus DIGITAL MARKETING	Catalogue number ISSE 2018

Study programme	International Summer School of Economics 2018
Module	
The type of study	Graduate studies
Course name	**Digital Marketing**
Lecturers	Suzana Đukić, PhD, Full professor Ognjen Radović, PhD, Associate professor
Assistants	Jovica Stanković, PhD, Assistant professor, Ivana Marković, Assistant Jelena Z. Stanković, PhD, Assistant professor

Number of ECTS credits	3	**Status of the course (compulsory/elective)**	Elective, organized within ISSE 2018

Aims of the course	The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content; how to optimize a Web site and SEO optimization; how to create Google AdWords campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently.
Learning outcomes	Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.

Contents of the course

Theoretical lectures	Introduction of the Digital Marketing; Creating initial Digital Marketing Plan; SWOT Analysis; Target Group Analysis; Content management; Optimization of Web Sites; MS Expression; SEO Optimization; CRM platform; Google Analytics; Social Media Marketing; Budgeting.
Practical course work	Define a Target Group; Creating Web Sites; Writing the SEO content; SEO Optimizacija;Google AdWords; CRM Platform; Social Media Marketing Plan; Making a Facebook page; Budgeting; Final presentation.

Literature

1	Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2	The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.

Total number of classes during the course

Lecturing	Practical course work	Research (individual) work	Other
20		25	

Planned learning activity methods	Lectures, analysis of business practice examples, discussions, presentations of students' papers and case studies, exercises - students' individual and group work

Total available points 100

Pre-exam activities	Points	Exam results	
Participation in lecturing classes	20	**Written exam**	
Participation in practical classes	10	**Oral exam**	**50**
Progress test		Presentation of individual work	30
Paper work - case study	20	Presentation of group work	20

PLAN OF LECTURES BY MODULES

Module	Teaching unit	Number of classes (lectures)
I	• Introduction to the Course and Work plan • Introduction of the digital marketing • Digital vs. Real Marketing • Digital Marketing Channels	3
II	• Creating initial digital marketing plan • Content management • SWOT analysis • Target group analysis • EXERCISE: Define a target group (working in groups)	3
III	• Web design • Optimization of Web sites • MS Expression Web • EXERCISE: Creating web sites, MS Expression (working in groups)	3
IV	• SEO Optimization • Writing the SEO content • Exercise: Writing the SEO content (working in groups)	3
V	• Google AdWords- creating accounts • Google AdWords- types • Exercise: Google AdWords (working in groups)	3
VI	• Introduction to CRM • CRM platform • CRM models • Exercise: CRM strategy (working in groups)	3
VII	• Introduction to Web analytics • Web analytics - levels • Introduction of Social Media Marketing • Exercise: Social Media Marketing plan (working in groups)	3
VIII	• Creating a Facebook page • Visual identity of a Facebook page • Types of publications • Exercise: Making a Facebook page (working in groups)	3
IX	• Business opportunities and Instagram options • Optimization of Instagram profiles • Integrating Instagram with a Web Site and other social networks • Keeping up with posts	3
X	• Business tools on LinkedIn • Creating campaigns on LinkedIn • Analyzing visitation on LinkedIn	3
XI	• Creating business accounts on YouTube • YouTube Advertising • YouTube Analytics	3
XII	• Facebook Ads • Creating Facebook Ads • Ads Visibility	3
XIII	• E-mail marketing • E-mail marketing plan • E-mail marketing campaign analysis • Keeping up with conversions	3
XIV	Digital Marketing Budgeting - resource plannig - cost estimating - cost budgeting - cost control	3
XV	Recapitulation: - lessons learned - student satisfaction survey - closing	3