

SYLLABUS for the course

| Basic data for the course | |
|----------------------------------|---|
| Academic unit: | Faculty of Economics |
| Title of the course: | Digital Marketing |
| Level: | Master |
| Status of the course: | Compulsory |
| Year of studies: | 2 |
| Number of hours per week: | 2+1 |
| ECTS credits: | 6 |
| Time/location: | <i>To be decided by the Dean</i> |
| Tutor: | Prof.Dr. Visar Rrustemi |
| Tutor's contact details: | Faculty of Economics, UP, room 83 Email: visar.rrustemi@uni-pr.edu |
| Content of the course | |
| Content of the course | 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. |
| Course's objectives: | 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. |
| The expected outcomes: | <i>Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital</i> |

| | | | |
|--|---|-----------------|--------------|
| | <i>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.</i> | | |
| The students' workload (hours per semester, ECTS) | | | |
| Activity | Activity | Activity | Total |
| Lectures | 2 | 13 | 26 |
| Seminars (theoretical and practical) | | | |
| Case studies | | | |
| Direct contact with tutor | 1 | 13 | 13 |
| Field research | | | |
| Colloquiums | 1 | 12 | 12 |
| Homework | | | |
| Individual study (at library or at home) | 2 | 15 | 30 |
| Final preparation for the exam | 3 | 5 | 15 |
| Evaluation | 3 | 3 | 9 |
| Projects, presentation etc. | | | |
| Total | 12 | 61 | 105 |
| Teaching methods: | <p>Each week, 2 hours of lectures and 1 hours of seminars/discussions are organised. Case studies and homework are given after each lecture for students to study and research in their own time. Results from such activities are then discussed in the following week. Students are being encouraged to follow the current developments in the labour market and in the economy in general, through reading relevant articles, economic newspapers and other materials. They can identify issues/topics for discussions from such readings. Essays prepared by students are then discussed. Individual and group presentations are also encouraged.</p> <p>In particular, students are asked to prepare short essays and presentations regarding implementation of digital marketing in Kosova enterprises using data from official sources and</p> | | |

| | |
|-------------------------------|---|
| | other primary data. |
| Assessment methods: | <p>In order to have a fair and appropriate assessment of students throughout the semester, the final mark consists of points that students earned in all activities throughout the semester in lectures, seminars, presentations, essays etc. These are calculated as follows:</p> <ul style="list-style-type: none"> - First assessment 15% - Second assessment 15% - Seminars 20% - Final exam 50 % Total 100% <p>The following aspects are being considered during the assessment:</p> <ul style="list-style-type: none"> - The interpretation of the topic, - The depth of understanding the topic, - The use of literature, - Evaluation of the evidence, - Critical analysis and - The logic of building arguments. <p>In addition, the following are also considered toward the final mark:</p> <ul style="list-style-type: none"> - Academic writing, - Presentation of data and references, - The length of writing and - Overall presentation. |
| Literature | |
| Basic literature: | Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited. |
| Additional literature: | <i>The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.</i> |

| The detailed plan of work: | |
|-----------------------------------|--|
| Week | Topic |
| <i>Wee 1</i> | • Introduction to the Course and Work plan |
| <i>Wee 2</i> | • Creating initial digital marketing plan |
| <i>Wee 3</i> | • Web design |
| <i>Wee 4</i> | • SEO Optimization |
| <i>Wee 5</i> | • Google AdWords |

| | |
|---------------|---|
| Wee 6 | • Introduction to CRM |
| Wee 7 | • Introduction to Web analytics |
| Wee 8 | • Creating a Facebook page |
| Wee 9 | • Business opportunities and Instagram options |
| Wee 10 | • Business tools on LinkedIn |
| Wee 11 | • E-mail marketing |
| Wee 12 | Digital Marketing Budgeting |
| Wee 13 | Facebook Ads • Creating Facebook Ads • Ads Visibility |
| Wee 14 | • Creating business accounts on YouTube |
| Wee 15 | Discussion and second assessment |

Academic policies and code of conduct:

Students are expected to participate in lectures, seminars and group discussions. Tutor is available for individual consultations as well. Students are required to read the literature before each lecture. Students are not obliged to undertake the intermediate assessments during the semester. They should respect the code of conduct during lectures and exams and in communication with the academic staff.