The Government of the Russian Federation

The Federal State Autonomous Institution of Higher Education
"National Research University Higher School of Economics"

Faculty of business and management
Department of strategic marketing

Course Title ‘Basics of Digital Marketing’

Bachelor Program 38.03.02. “Marketing and Market Analytics”

Author(s):
PhD, Senior lecturer Ekaterina Buzulukova, e buzulukova@hse.ru

Approved by the meeting of the Department «06» September 2018
Head of the Department  O.A.Tretyak

Moscow, 2018

This document may not be reproduced or redistributed by other Departments of the University without permission of the Authors.
1 Course Summary

The aim of the Basics of Digital Marketing Course is to provide students with the knowledge and skills about role and opportunities of a digital marketing and its importance for marketing success nowadays. It highlights the importance of understanding how to create digital marketing strategy, to set up goals and calculate a return of investments as a result of implemented strategy.

The application of the gained knowledge, skills and competences will help future managers in creating digital marketing plan for managing a digital marketing performance efficiently.

The course is relevant for both future professional application and further scientific studies.

2 Area of Application and Regulatory References

This Course Program establishes minimum requirements for skills and knowledge of the student and determines the content and the forms of educational activities and reporting.

The Course Program is designed for lecturers, teaching assistants and students of Bachelor Program 38.03.02. “Marketing and Market Analysis”. The Course Program has been developed in accordance with NRU HSE Curriculum.

3 Course Goals

➢ To understand the advantages and drawbacks of digital marketing
➢ To know how to develop digital strategy and implement it
➢ To understand the application area of SEO, PPC, Content, Email, SMM, Mobile and other tools of digital marketing.
➢ To calculate ROMI of digital strategy
➢ To challenge students to shift from being a receiver of ideas, facts, concepts and techniques, to a style of generating ideas, identifying problems, analyzing and evaluating alternatives and thus to develop the most important international marketers’ skills

4 Students’ Competencies to be Developed by the Course

<table>
<thead>
<tr>
<th>Competences</th>
<th>Code</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to learn, acquire new knowledge and skills in professional and none professional fields.</td>
<td>UK-1</td>
<td>Home reading</td>
</tr>
<tr>
<td>Ability to assess the needs of resources and to plan usage of resources to solve the tasks in professional field.</td>
<td>UK-4</td>
<td>Home reading</td>
</tr>
<tr>
<td>Ability to work in teams</td>
<td>UK-7</td>
<td>Class work, Case analysis, Media plan</td>
</tr>
<tr>
<td>Ability to work with information: identify the data, estimate the necessity, collect data in the field and from different sources to solve the stated tasks (as well as systematic approach)</td>
<td>UK-5</td>
<td>Case analysis, Media plan</td>
</tr>
<tr>
<td>Ability to participate in development of marketing strategy, to plan and implement the activities for goals achievement.</td>
<td>PC-11</td>
<td>Case analysis, Media plan</td>
</tr>
<tr>
<td>Ability to present results of a study in a report, article, or presentation</td>
<td>PC-5</td>
<td>Case analysis, Media plan</td>
</tr>
</tbody>
</table>
### 5 Course Schedule

<table>
<thead>
<tr>
<th>Course topics</th>
<th>Work-load (hours)</th>
<th>In class</th>
<th>Individual work</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lectures</td>
<td>Seminars</td>
<td></td>
</tr>
<tr>
<td>Topic 1 Introduction to Digital Marketing</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Topic 2 Website Planning and Structure</td>
<td>8</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Topic 3 Search engine optimization (SEO)</td>
<td>8</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Topic 4 PPC advertising</td>
<td>10</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Topic 5 Digital Display Advertising Module</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Topic 6 Email Marketing</td>
<td>8</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Topic 7 Social Media Marketing</td>
<td>14</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Topic 8 Content Marketing</td>
<td>8</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Topic 9 Mobile Marketing</td>
<td>6</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Topic 10 Digital Analytics</td>
<td>8</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Topic 11 Development of digital strategy</td>
<td>12</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Topic 12 Media plan and Digital Marketing Budgeting</td>
<td>10</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Topic 13 ROMI of digital strategy Case</td>
<td>6</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Test</td>
<td>8</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Presentations of Final Project</td>
<td>16</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Exam</td>
<td>12</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td></td>
<td><strong>152</strong></td>
<td><strong>28</strong></td>
<td><strong>96</strong></td>
</tr>
</tbody>
</table>
6 Forms and Types of Testing

<table>
<thead>
<tr>
<th>Type of testing</th>
<th>Form of testing</th>
<th>1 year</th>
<th>Parameters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>Group work, presentations</td>
<td>*</td>
<td>Presentations of homework 15 min (oral) in teams</td>
</tr>
<tr>
<td>Intermediate</td>
<td>Intermediate Control Test based on videos</td>
<td>*</td>
<td>Test 80 min</td>
</tr>
<tr>
<td>Case analyses</td>
<td>Presentation</td>
<td>*</td>
<td>Presentations of case analyses 15 min (oral)</td>
</tr>
<tr>
<td>Current</td>
<td>Digital media plan development</td>
<td>*</td>
<td>Home task, excel</td>
</tr>
<tr>
<td>Final Test</td>
<td>Test</td>
<td>*</td>
<td>Test 80 min</td>
</tr>
</tbody>
</table>

Grading Criteria

Current testing grading has 10 ranks and all forms of activity is valued according this scale. Group and individual homework estimated according to the accuracy and completeness of answers to given questions.
Control test based on video materials, will be held at the end of 1st module.
Group case is valued according students’ activity and following marketing strategy logic, also it should cover all asking questions.
Media plan is a small group project based real company case.

7 Grading Procedures

The teacher assesses the performance of students at seminars and workshops: class attendance

\[ O_{class\_attendance} \]

The teacher assesses the students’ group work (pre-assignments read & prepared). The resulting score (10-point scale) – \( O_{current\_tasks} \)

Intermediate test (10-point scale) – \( O_{i\_test} \)

The case study analyses - \( O_{case} \)

The teacher assesses the students’ media plans. The resulting score (10-point scale) – \( O_{plan} \)

Final test (10-point scale) – \( O_{final} \)

The resulting score:

\[ O_{total} = 0.05 \cdot O_{class\_attendance} + 0.15 \cdot O_{case} + 0.2 \cdot O_{current\_tasks} + 0.15 \cdot O_{plan} + 0.15 \cdot O_{i\_test} + 0.3 \cdot O_{final} \]

- Class Attendance 5%
- Individual Assignment & Participation 20%
- Case study 15%
- Intermediate test 15%
- Media plan 15%
- Final exam 30%

Current testing grading has 10-point scale. The final rounding of the mark is based on the mathematical rounding. Boundary evaluations are made in favor of the student.

Assessment criteria of cases, reports, class work:

2. Clear structure and logic.
3. Relevance
4. Timing
5. Way of presenting (eye contact, group support)
6. Design
7. Actuality of data
8. Structure
9. Creative thought
10. The reliability and justification of made recommendations

Case study task:
1. To choose the case with successful digital marketing campaign
2. Reveal the reasons of success.
3. Analyze current situation with digital presence. Please use the mentioned resources for the analyses:
   https://docs.google.com/spreadsheets/d/17YbdKCvhrpnxNi30w5VDg_p9BVSLVIHSIMOsi0DOE/edit#gid=0
4. Make recommendations based on lectures materials about improvement of DM campaign
   a. Website
   b. SEO
   c. PPC
   d. Digital Display Advertising
   e. SMM

Current work on the seminars (Individual Assignment & Participation) include:
- Mini cases in groups
- Calculating tasks
- Mini tests
- Home tasks

8 Teaching Methods and Information Provision

Core Textbook

Additional reading

9 Course Content

Topic 1. Introduction to Digital Marketing

Recommended literature

Topic 2. Website Planning and Structure

Recommended literature

Topic 3. Search engine optimization (SEO)

Recommended literature

**Topic 4. PPC advertising**

What is PPC advertising. Types of PPC advertising. Advertising network of Google and Yandex. Static and Dynamic remarketing. Product campaign. Automatically generated PPC. The drawbacks in applying PPC.

**Recommended literature**


**Topic 5. Digital Display Advertising Module**


**Recommended literature**

3. Google Display Network Ads Tutorial 2017-2018 - New Interface Google Display Advertising Tutorial. [https://www.youtube.com/watch?v=CRTINFPQCHk&t=1790s](https://www.youtube.com/watch?v=CRTINFPQCHk&t=1790s)

**Topic 6. Email Marketing**

What is email marketing. Benefits of emails. Email marketing success factors. Practical tips for email marketing. Focus areas of email marketing: diversification, automation, agile and dynamic, send-time, frequency, monetization. Organizing of email marketing.

**Recommended literature**

**Topic 7. Social Media Marketing**

What is social media marketing. Different forms of social media. The rules of engagement. Integrating Social Media and site of the company. Social media Optimization. Influence and measurement. Build a social media campaign. Develop the content plan and engagement strategy.

**Recommended literature**


**Topic 8. Content Marketing**

Understanding of customers’ needs and wants. Types of content. The content Calendar. Content marketing strategy.

**Recommended literature**


**Topic 9. Mobile Marketing**

Recommended literature

Topic 10. Digital Analytics
Recommended literature

Topic 11. Development of digital strategy
Recommended literature

Topic 12. Mediaplan and Digital Marketing Budgeting
Recommended literature

**Topic 13. ROMI of digital strategy**

Definitions of and Actors Involved in Digital Marketing’s Return on Investment. The Different Types of Metrics and KPIs Available—"Quantitative" vs. "Qualitative. Measuring Paid Media. Measuring Owned Media. Measuring Earned Media Focus areas and possible KPI.

**Recommended literature**


**10 Contact person**

All the questions you can solve through the LMS or by writing email to the author Buzulukova Ekaterina e buzulukova@hse.ru