**Federal State Autonomous Educational Institution
of Higher Education "Peoples' Friendship University of Russia"**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE WORKING PROGRAM

Digital marketing

(name of the discipline/module)

Recommended by the MSS for the direction of training/specialty:

38.04.02 «Management»

(code and name of the training area/specialty)

The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):

International marketing

(name (profile/specialization) of the EP HE)

2022

1. COURSE GOALS

The purpose of mastering the discipline "Digital marketing" is to develop students' skills in assessing the internal and external environment of an enterprise, determining the effectiveness of marketing projects; forming a system of indicators for a comprehensive business assessment.

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Digital marketing" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
UC-2;	Able to manage a project at all stages of its life cycle	UC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal UC-2.2 Determines the links between the tasks and the expected results of their solution UC-2.3 Within the framework of the tasks set, it determines the available resources and restrictions, the current legal norms UC-2.4 Analyzes the schedule for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the current legal regulations and available resources and restrictions UC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of control
GPC-2;	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	GPC-2.1 Owns modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information to solve management problems GPC-2.2 Analyzes and simulates management processes in order to optimize the organization's activities GPC-2.3 Uses modern digital systems and methods in solving management and research problems
GPC-3;	Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment	GPC-3.1 Skills in the methods of making optimal management decisions in a dynamic business environment GPC-3.2 Makes informed organizational and managerial decisions GPC-3.3 Assesses the operational and organizational effectiveness and social significance of organizational and management decisions GPC-3.4 Provides the implementation of organizational and management decisions in a complex (including cross-cultural) and dynamic environment

Code	Competence	Competence achievement indicators (within this course)
PC-7	Capable of planning and overseeing the marketing activities of an international company	PC-7.1 Knows the stages of international strategic planning PC-7.2 Knows the criteria for determining key indicators used in planning the marketing activities of an enterprise at the international level PC-7.3 Knows how to form marketing plans PC-7.4 Is able to develop the main business processes of an enterprise related to marketing activities PC-7.5 Owns the methods of developing and implementing marketing programs PC-7.6 Owns the methods of making tactical and operational decisions in the management of the marketing activities of the enterprise

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Digital marketing" refers to the variable component formed by the participants of the educational relations of the block B1 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Digital marketing".

Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline

Code	Competence name	Previous courses	Next courses
UC-2;	Able to manage a project at all stages of its life cycle		Methodology of management problems research Digital marketing Innovative entrepreneurship Research work
GPC-2;	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems		Methodology of management problems research Innovative entrepreneurship Negotiation techniques Research work

Code	Competence name	Previous courses	Next courses
GPC-3;	Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment		Modern strategic analysis Finances of organizations Marketing audit
PC-7	Capable of planning and overseeing the marketing activities of an international company		Managerial economics Finances of organizations Digital marketing Marketing forecasting methods

* - it is filled in in accordance with the matrix of competencies and SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Digital marketing" is 4 credit units.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)		1	2
Контактная работа, ак.ч.	144			144	
Лекции (**ЛК**)	18			18	
Лабораторные работы (**ЛР**)					
Практические/семинарские занятия (**СЗ**)	18			18	
Самостоятельная работа обучающихся, ак.ч.	108			108	
Контроль (экзамен/зачет с оценкой), ак.ч.					
Общая трудоемкость дисциплины ак.ч.	**144**			**144**	
Общая трудоемкость дисциплины зач.ед.	**4**			**4**	

*Таблица 4.2. Виды учебной работы по периодам освоения ОП ВО для **ОЧНО-ЗАОЧНОЙ** формы обучения**

Вид учебной работы	ВСЕГО,	Семестр(-ы)

	ак.ч.	1	2	3	4
Контактная работа, ак.ч.					
Лекции (**ЛК**)					
Лабораторные работы (**ЛР**)					
Практические/семинарские занятия (**СЗ**)					
Самостоятельная работа обучающихся, ак.ч.					
Контроль (экзамен/зачет с оценкой), ак.ч.					
Общая трудоемкость дисциплины ак.ч.					
зач.ед.					

* - заполняется в случае реализации программы в очно-заочной форме

*Таблица 4.3. Виды учебной работы по периодам освоения ОП ВО для **ЗАОЧ-НОЙ** формы обучения**

Вид учебной работы	**ВСЕГО, ак.ч.**	**Семестр(-ы)**			
		1	**2**	**3**	**4**
Контактная работа, ак.ч.					
Лекции (**ЛК**)					
Лабораторные работы (**ЛР**)					
Практические/семинарские занятия (**СЗ**)					
Самостоятельная работа обучающихся, ак.ч.					
Контроль (экзамен/зачет с оценкой), ак.ч.					
Общая трудоемкость дисциплины ак.ч.					
зач.ед.					

* - заполняется в случае реализации программы в заочной форме

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

COURSE PART NAME	WORK TYPE
Topic 1. Omnichannel market.	LTR, SS
Topic 2. Development of e-commerce.	LTR, SS
Topic 3. Success stories of online stores.	LTR, SS
Topic 4. Consumer on-line.	LTR, SS
Topic 5. The concept of digital marketing, its main goals and objectives.	LTR, SS
Topic 6. Basic digital marketing tools.	LTR, SS
Topic 7. Digital forms of communication	LTR, SS
Topic 8. Features of digital campaigns	LTR, SS
Topic 9. Digital strategy	LTR, SS

* - заполняется только по **ОЧНОЙ** форме обучения: *ЛК – лекции; ЛР – лабораторные работы; СЗ – семинарские занятия.*

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized education-al/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Library Hall

* - the audience for independent work of students must be specified!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

a) Main literature:

- Akulich, M.V. Internet marketing : textbook / M.V. Akulich. - Moscow : Publishing and Trading Corporation "Dashkov and Co.", 2016. - 352 p. : table - (Educational publications for bachelors). - Bibliogr. in the book. - ISBN 978-5-394-02474-0 ; The same [Electronic resource]. - URL: http://biblioclub.ru/index.php?page=book&id=453407
- Kataev, A.V. Internet Marketing : textbook / A.V. Kataev, T.M. Kataeva ; Ministry of Science and Higher Education of the Russian Federation, Federal State Autonomous Educational Institution of Higher Education "Southern Federal University", Academy of Engineering and Technology. - Rostov-on-Don ; Taganrog : Southern Federal University Press, 2018. - 154 p. : ill. - Bibliogr. in the book. - ISBN 978-5-9275-2673-4 ; The same [Electronic resource]. - URL: http://biblioclub.ru/index.php?page=book&id=499687
- Efimov, A.B. E-mail marketing for an online store: instructions for implementation / A.B. Efimov. - Moscow : SilaUma-Publisher, 2015. - 357 p. : Table, ill. - ISBN 978-5-906084-10-1 ; The same [Electronic resource]. - URL: http://biblioclub.ru/index.php?page=book&id=430517
- Kryukova, E. 100+ hacks for Internet marketers: how to get traffic and convert it into sales / E. Kryukova, D. Savelyev; ed. by L. Lyubavin. - Moscow : Alpina Publisher, 2018. - 303 p. : ill. - ISBN 978-5-9614-6515-0 ; The same [Electronic resource]. - URL: http://biblioclub.ru/index.php?page=book&id=495615
- Alashkin, P. All about advertising and promotion on the Internet / P. Alashkin ; ed. by P. Suvorova. - Moscow : Alpina Business Books, 2016. - 220 p. - ISBN 978-5-9614-1055-6 ; The same [Electronic resource]. - URL: http://biblioclub.ru/index.php?page=book&id=229721
- Musician Valery Leonidovich.Integrated marketing communications [Text/electronic resource] : Textbook /

V.L. Musician. - Electronic text data. - M. : RIOR : INFRA-M, 2013, 2015, 2017. - 216 p. : ill. - (Higher education. Bachelor's degree). - ISBN 978-5-369-01121-8. - ISBN 978-5-16-006303-4 : 444.90. http://lib.rudn.ru/MegaPro/UserEntry?Action=Rudn_FindDoc&id=445108&idb=0

- Kaluzhsky, M.L. Marketing networks in e-commerce: an institutional approach : monograph / M.L. Kaluzhsky ; Omsk State Technical University. - Ed. 3rd, reprint. and add. - Moscow ; Berlin : Direct-Media, 2015. - 388 p. : ill., tab. - Bibliogr. in the book. - ISBN 978-5-4475-6092-8 ; The same [Electronic resource]. - URL: http://biblioclub.ru/index.php?page=book&id=430957

b) Additional literature:

- Mishin, V.V. Internet Commerce Technologies : textbook / V.V. Mishin, K.V. Martirosyan ; Ministry of Education and Science of the Russian Federation, Federal State Autonomous Educational Institution of Higher Professional Education "North Caucasus Federal University". - Stavropol : NCFU, 2015. - 102 p. : ill. - Bibliogr.: pp. 95-97. ; The same [Electronic resource]. - URL: http://biblioclub.ru/index.php?page=book&id=457460

- Kobelev, O.A. Electronic commerce: a textbook / O.A. Kobelev ; edited by S.V. Pirogov. - Moscow : Publishing and Trading Corporation "Dashkov and Co.", 2018. - 684 p. : ill. - Bibliogr. in the book. - ISBN 978-5-394-01738-4 ; The same [Electronic resource]. - URL: http://biblioclub.ru/index.php?page=book&id=496127.

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: http://lib.rudn.ru / - from RUDN stationary computers

- University Library ONLINE – Access mode: http://www.biblioclub.ru /

- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com

- Universal databases of East View. – Access mode: http://online.ebiblioteka.ru/

- EBC publishing house "Yurayt" Access mode: http://www.biblio-online.ru

- EBS Publishing House "Lan", collections

- Electronic library system "Znanium.com " - access to the main collection is granted

Electronic resources for educational activities

Bulletin of the RUDN, all series / Access mode: http://journals.rudn.ru /

eLibrary.ru / Access mode http://www.elibrary.ru/defaultx.asp from any computer on the territory of the RUDN

RSL Dissertations Access mode: https://dvs.rsl.ru /?

BIBLIOPHIKA / Access mode: http://www.bibliophika.ru/

Columbia International Affairs Online (CIAO) Access mode: http://www.ciaonet.org/

East View. Collection "Statistical publications of Russia and CIS countries"

Grebennikon Access mode: http://grebennikon.ru /

LexisNexis Access Mode:http://academic.lexisnexis.eu

Search engines: Yandex (yandex.ru), Google (google.ru).

Information and reference portals:

1. *www.advertology.ru*
2. *www.marketing.spb.ru*
3. *www.p-marketing.ru*
4. *www.4p.ru*
5. *www.advi.ru*
6. *www.cfin.ru*
7. *www.expert.ru*
8. *www.rbc.ru*

Educational and methodological materials for independent work of students during the development of the discipline/ module*:

1. A course of lectures, standard tasks and a control test on the discipline "Digital marketing" is posted on the TUIS portal, Access mode: https://esystem.rudn.ru/course/view.php?id=11989&notifyeditingon=1

* - все учебно-методические материалы для самостоятельной работы обучающихся размещаются в соответствии с действующим порядком на странице дисциплины **в ТУИС**!

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Digital marketing" are presented in the Appendix to this Work Program of the discipline.* - ОМ и БРС формируются на основании требований соответствующего локального нормативного акта РУДН.

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Appendix to the Work program of the discipline "Digital marketing"

EVALUATION TASK FUND
FOR THE COURSE

Digital marketing
(COURSE NAME)

38.04.02 «Management»

(code and name of the training area)

International Marketing
(name of the training profile)

Master

Qualification (degree) of the graduate

Паспорт фонда оценочных средств по дисциплине Digital marketing

Направление / Специальность: 38.04.02. «Менеджмент»
Специализация Международный маркетинг

Сводная оценочная таблица дисциплины Digital marketing

Код контроли-руе-мой комп..	Контролируемый раздел дисциплины	Контролируемая тема дисциплины	ФОСы (формы контроля уровня освоения ООП)									Экзамен / Зачет	Баллы темы	Баллы раздела
			Аудиторная работа					Самостоятельная работа						
			Опрос	Тест	Работа на занятии	Презентация	Задачи	Выполнение дз	Реферат	Проект	Доклад/сообщение			
UC-2; GPC-2; GPC-3; PC-7		Topic 1. Omnichannel market.			1								1	17
		Topic 2. Development of e-commerce.			1			5		10			16	
UC-2; GPC-2; GPC-3; PC-7		Topic 3. Success stories of online stores.			1		4						5	22
		Topic 4. Consumer on-line.			1			4					5	
		Topic 5. The concept of digital marketing, its main goals and objectives.			1		4						5	
		Topic 6. Basic digital marketing tools.			1	3		3					7	
UC-2; GPC-2; GPC-3; PC-7		Topic 7. Digital forms of communication			1			6					7	34
		Topic 8. Features of digital campaigns			1		5			10			16	
		Topic 1. Omnichannel market.			1	10							11	
	Контроль			10							8	9		27
	Итого		10	9	15	15	21			20	8	2		100

<center>**Description of the point-rating system**</center>

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 pointsв.

<center>Point-rating system of knowledge assessment, rating scale</center>

BRS points	Traditional assessments of the Russian Federation	ECTS scores
95 – 100	Excellent – 5	A (5+)
86 – 94		B (5)
69 – 85	Good – 4	C (4)
61 – 68	Satisfactory – 3	D (3+)
51 – 60		E (3)
31 – 50	Unsatisfactory – 2	FX (2+)
0 – 30		F (2)
51 - 100	Test	Passed

Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly formed, most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

Fund of evaluation funds for conducting intermediate certification of students in the discipline

Materials for assessing the level of mastering the educational material of the discipline (evaluation materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills, and (or) experience of activity characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures for assessing knowledge, skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

The program is compiled in accordance with the requirements of the OS in the RUDN