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**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University**

Faculty of Economics

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

COURSE SYLLABUS

Digital marketing

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

**The course instruction is implemented within the professional education programme
of higher education:**

International marketing

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

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 LEARNING OUTCOMES

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
UC-6	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it on the basis of self-assessment	UC -6.1. Controls the amount of time spent on specific activities; UC -6.2. Develops tools and methods of time management when performing specific tasks, projects, goals; UC -6.3. Analyzes its resources and their limits (personal, situational, temporary, etc.), for the successful completion of the task; UC -6.4. Allocates tasks for long-, medium- and short-term with justification of relevance and analysis of resources for their implementation.
GPC-6	He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance	GPC -6.1. Owns digital technologies for the successful solution of professional tasks GPC -6.2. Is able to work with digital data, evaluate their sources and relevance GPC -6.3. Is able to use general or specialized application software packages designed to perform professional tasks

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
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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	Research work Pre-Degree Internship
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	Research work Pre-Degree Internship
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	Global Strategic Management Finances of organizations Marketing audit	Research work Pre-Degree Internship
PC-7	Capable of planning and overseeing the marketing activities of an international company	Managerial economics Finances of organizations Digital marketing Management Research Methodology	Research work Pre-Degree Internship
UC-6	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it on the basis of self-assessment	Global Strategic Management Finances of organizations Marketing audit	Research work Pre-Degree Internship

Code	Competence name	Previous courses	Next courses
GPC-6	He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance	Managerial economics Finances of organizations Digital marketing Management Research Methodology	Research work Pre-Degree Internship

* - 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

Types of academic activities during the period of the HE program mastering		Course workload, academic hours	Semesters			
			1	2	3	
<i>Contact academic hours</i>		144			144	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		72			72	
<i>Evaluation and assessment</i>		18			18	
Course workload	academic hours	144			144	
	credits	4			4	

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

COURSE PART NAME	WORK TYPE
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

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/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	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
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	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
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.	4 зал. Библиотеки Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
		проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

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

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

a) Main literature:

- Hussein, I. D. Digital marketing communications : a textbook for universities / I. D. Hussein. - Moscow : Yurait Publishing House, 2025. - 68 c. - (Higher education). - ISBN 978-5-534-15010-0. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/568206> (date of address: 27.03.2025).
- Milinchuk, E. S. SMM-marketing : textbook for universities / E. S. Milinchuk. - Moscow : Yurait Publishing House, 2025. - 216 c. - (Higher education). - ISBN 978-5-534-17395-6. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/568585> (date of address: 27.03.2025).

b) Additional literature:

- Shevchenko, D. A. Digital marketing : textbook : [16+] / D. A. Shevchenko. - Moscow : Direct-Media, 2022. - 185 c. : ill., tabl. - Access mode: by subscription. - URL: <https://biblioclub.ru/index.php?page=book&id=686507> (date of access: 21.12.2023). - Bibliography: p. 174. - ISBN 978-5-4499-3059-0. - DOI 10.23681/686507. - Text : electronic..
- Digital business : textbook / under the scientific ed. by O.V. Kitova. - Moscow : INFRA-M, 2025. - 418 c. - (Higher education: Master's degree). - DOI 10.12737/textbook_5a0a8c777462e8.90172645. - ISBN 978-5-16-020622-6. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2186207>

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¬ifyeditingon=1>

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

Developers:

Associate Professor of the Marketing Department

Chernikov S.U.

	Signature	Full name
Head of Marketing department		Lukina A.V.
	Signature	Full name
Head of EP HE Marketing dept		Zobov. A.M.
	Signature	Full name

