



## SYLLABUS “ELECTRONIC ADVERTISING AND MARKETING TECHNOLOGIES”

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**Lecturer (name, academic title, e-mail):** Kristina Drokina, Senior Lecturer, Candidate of Science in Economics, e-mail: kvdrokina@sfedu.ru

**Department responsible for the course or equivalent:** Institute of Management in Economic, Ecological and Social Systems; Department of Management and Innovative Technologies

**Semester when the course unit is delivered:** 5<sup>th</sup>

**Level of course unit:** Bachelor level

**ECTS credits:** 6

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### ADMISSION REQUIREMENTS

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Applicants are expected to have completed the following courses:

- Foreign language for business communication;
- Economics of a commercial enterprise / Business Economics.

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### COURSE OBJECTIVES (AIMS)

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- to know basic concepts related to e-marketing, distinguishes between traditional and Internet marketing, search engine principles, social media features;
- to calculate the effectiveness of an advertising campaign;
- to carry out the integration of websites with social media;
- to create a portrait of the target audience;
- to know key aspects of site optimization, the stages of creating a contextual advertising campaign;
- to create a unique value proposition and an effective landing page;
- to optimize text for search engines;
- to know the main stages of promoting products and services via the Internet, correctly identify the target audience;
- to configure and enable web analytics;
- to have skills in the field of mobile advertising;
- to know basic concepts of e-mail marketing;
- to use analytics tools in the field of electronic advertising and marketing.

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### COURSE CONTENTS

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#### **Module 1. Theoretical foundations of electronic advertising and marketing**



### **Session 1.** Digital marketing.

Target audience and competitors Concept, goals and digital marketing perspectives. Features of online communications. Digital environment. Differences between traditional and online marketing. Stages of the marketing strategy and setting goals.

### **Session 2.** Landing pages.

Stages and features of creating landing pages. Design and stages of creating an effective landing page. Conversion.

### **Session 3.** Search engine optimization.

The concept of search engine promotion, SEO process. Search engine optimization goals. How the search engine works. Ranking factors. Internal site optimization. Sanctions of search engines. External site optimization by increasing the link mass.

### **Session 4.** Web Analytics.

Basic concepts of web Analytics. Web Analytics settings . Yandex Metrics and Google Analytics.

## **Module 2. Practical tools for electronic advertising and marketing**

### **Session 5.** Forms, methods and peculiarities of contextual advertising setting.

Types and effectiveness of contextual advertising and how to configure it correctly. Goals of contextual advertising. The system of placing contextual advertising. Remarketing. Calculating the effectiveness of a contextual advertising campaign. Stages of creating ad campaigns.

### **Session 6.** Promotion via social media.

The concept and essence of a social network, SMM. Types and categories of social media. Working with content in social networks. Overview of the main social networks. The concept and essence of a blog and portal. Online video platforms. Digital photo. Messaging apps as the new social media . Strategies and tools for social media promotion. Integration of the site with social media.

### **Session 7.** Technology of e-mail-marketing.

Evolution of e-mail marketing. Main advantages and limitations. Segmentation and database management. Tracking the effectiveness of e-mail newsletters. Basic metrics.

### **Session 8.** Mobile marketing.

Characteristics and features of mobile marketing. Mobile sites, their types, advantages, and performance parameters. Types of mobile apps. Stages of mobile app development. Promotion of applications. Mobile advertising. Location-based marketing. SMS marketing. Mobile Analytics.

### **Session 9.** Technology display advertising.

Evolution of display advertising. The advantages and limitations of the problem being solved. Practice of using banner ads. Display ad formats. Preparing and configuring a display advertising campaign. Performance measurement.

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## LEARNING OUTCOMES

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### **Knowledge:**

- of basic concepts related to e-marketing; the differences between traditional and Internet marketing, search engine principles; the key aspects of site optimization, the stages of creating a contextual advertising campaign; social media features;

### **Abilities:**

- to calculate the effectiveness of an advertising campaign; to create a portrait of the target audience; to create a unique value proposition, create an effective landing page; to know the main stages of promoting products and services via the Internet, correctly identify the target audience; to optimize text for search engines, configure and enable web analytics; to carry out the integration of websites with social media.

### **Skills:**

- in the field of mobile advertising, analytics tools of electronic advertising and marketing, basic concepts of e-mail marketing.

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## PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

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Educational technologies used in the study of the discipline provide for the use of active and interactive forms of classes in the educational process, namely:

- method of problem presentation of the material, both by the lecturer and the student;
- independent reading by students of educational, methodical and reference literature and subsequent free discussions on the material they have mastered;
- use of illustrative material focused on the use of multimedia presentation equipment;
- preparation for practical classes;
- preparation of individual tasks based on the proposed examples

When submitting lectures and practical material, electronic and multimedia means of presenting information on the course are used (electronic version of the lecture notes, presentations for lectures and material for individual works).

When implementing educational work, such types of active and interactive forms of classes are used, such as participation in lectures and discussions, individual tasks.

The lecture course contains mainly theoretical material that reflects the current state of scientific concepts on this topic and is supported by explanations and comments on specific application examples of implementation.

Practical classes are held in the form of a seminar, which involves: presentations of students with pre-prepared reports on problem-oriented topics formulated by the teacher; testing; solving practical problems related to management problems.



Independent work is aimed at developing an understanding of the application of the materials considered in the framework of the theoretical course in the practical aspect when solving professional tasks.

Forms of control: written survey, individual tasks, testing.

Intermediate certification: exam.

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## ASSESSMENT METHODS AND CRITERIA

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### **Evaluation criteria:**

#### **Written survey**

The maximum number of points that a student can get for one such task in each module is 10.

- Rating 8-10 points will be billed to the student if prepared a detailed response to the prepared questions the relevance of the issue, the problems and themes, the learners' opinion reasoned, conclusions and recommendations. The correct answers to questions are given.

- Grade 6-8 points exhibited a student if prepared a detailed response to the prepared questions the relevance of the issue, the problems and themes, the learners' opinion reasoned, conclusions and recommendations, however, the answers to the questions of the teacher unreasoned and inadequate.

- A score of 4-6 points is given to the student if the answer to the questions is prepared, the relevance of the question, problem and topic is formulated, but the student's opinion is not sufficiently reasoned, incomplete conclusions and recommendations are made. The answers to the teacher's questions are undocumented and insufficient.

- Rating 3-6 points the student is exposed if the prepared response to the questions insufficiently formulated the relevance of the issue, problem and topics, the learners' opinion insufficiently reasoned, made incomplete conclusions and recommendations. The answers to the questions do not correspond to the subject of the question.

- Score 0-3 points is assigned to the student if the answer to the question is not prepared, or the answers given to them do not reveal the essence of the questions and the problem. The student is not able to draw reasonable conclusions. The answers to the teacher's questions are not given to the students.

#### **Individual tasks**

The maximum number of points is 10 (1 per module).

- Score 9-10 points: The problem is clearly identified and its relevance is justified, the goal is formulated, and the research tasks are defined. The analysis of the problem with the involvement of several sources of literature, logically stated their own position, formulated conclusions, the topic is fully disclosed, links to sources from the list of references are indicated. The student demonstrates a



complete understanding of the problem described, correct answers to all questions on the topic are given.

- Score 6-8 points: The problem is not clearly defined, there is a justification for its relevance, the goal is formulated, and the research tasks are defined. The analysis of the problem with the involvement of several sources of literature, logically stated their own position, formulated conclusions, the topic is fully disclosed, links to sources from the list of references are indicated. The student demonstrates a significant understanding of the problem, not all questions are answered, or the answers are incomplete

- Score 3-5 points: The relevance of the problem is not sufficiently substantiated, the purpose and objectives of the study are not formulated. The analysis of the problem was carried out on a single source of literature, there are no conclusions, the topic is not fully disclosed. The student demonstrates a partial understanding of the problem, answers only basic questions.

- Score 0-2 points: There is clearly no justification for the relevance of the problem, the purpose and objectives of the study. The topic is not disclosed, and the requirements for the task are not met. The student demonstrates a lack of understanding of the problem, no answers to questions or incorrect answers.

### **Test**

The test results are evaluated using a point system (0,5 points for each correct answer to a question). Number of points for 2 modules on tests: up to 20 points (for each module up to 10).

9-10 - The percentage of points received from their total number is equal to or exceeds 85% (excellent);

7-8- The percentage of points gained from their total number is in the range from 65 to 84% (good);

6 - The percentage of points received from their total number is in the range from 55 to 64% (satisfactory);

0-5 - The percentage of points received from their total number is less than 55% (unsatisfactory).

### **Exam**

The maximum score for an exam is 40 points.

Part 1-written answer (20 points) for answers to 2 questions in the ticket (10 points for 1 question).

Part 2-oral answer (20 points) to questions (10 points for 1 question).

An “excellent” grade is given to a student, if he demonstrates full understanding of the issue mentioned in the questions.

A “good” grade is given to a student, if he demonstrates high understanding of the issue mentioned in the questions. There are some inaccuracies in the answer. A total “good” grade is also given for examination, if a student gives an “excellent” grade for one question, and he gives a “satisfactory” grade for answering the second question.



A “satisfactory” grade is given to a student, if he does not demonstrate full understanding of the issue mentioned in the questions. There are significant inaccuracies in the answer. A total “satisfactory” grade is also given for examination, if a student gives a “good” grade for one question, and he gives a “satisfactory” grade for answering the second question. If a student answers one question with an “excellent” grade, and he does not answer the second question, an “unsatisfactory” grade is given.

An “unsatisfactory” grade is given to a student, if he demonstrates lack of understanding of the issue. There is no answer to the questions. A student’s answer is not associated with a topic given in the question.

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#### COURSE LITERATURE (RECOMMENDED OR REQUIRED)

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1. Dean T. How to Sell Without Selling: Step - By - Step Marketing Formula to Attract Ready - to - Buy Clients...Create Passive Income and Make More Money While Making a Difference. - My Marketing Coach, LLC. - 2016. - 287 P. - <https://www.pdfdrive.com/how-to-sell-without-selling-step-by-step-marketing-formula-to-attract-ready-to-buy-clientscreate-passive-income-and-make-more-money-while-making-a-difference-d194634854.html>
2. Grey N., Fox M. Social Media Marketing: Step by Step Instructions For Advertising Your Business on Facebook, Youtube, Instagram, Twitter, Pinterest, Linkedin and various other platforms.- San Bernardino, 2018. - 34 p. - <https://www.pdfdrive.com/social-media-marketing-step-by-step-instructions-for-advertising-your-business-on-facebook-youtube-instagram-twitter-d167403594.html>
3. Khullar L., Kavishwar S. Digital Marketing & Social Media. - Tirpude Institute of management education, Nagpur, 2017. - 483 p . ISBN: 978-93-5291-574-3 . <http://www.tirpude.edu.in/download/International%20Conference%202018.pdf>
4. Mehdi Khosrow-Pour. Encyclopedia of Information Science and Technology, Fourth Edition. - Information Resources Management Association USA, 2018. - 8357 p. <https://www.pdfdrive.com/encyclopedia-of-information-science-and-technology-fourth-edition-e158255672.html>
5. Soules M. Media, Persuasion and Propaganda. - Edinburgh University Press. - 2015. - 301 p. <https://www.pdfdrive.com/media-persuasion-and-propaganda-d176119112.html>
6. Advertising and Branding: Concepts, Methodologies, Tools, and Applications. - Information Resources Management Association, 2016. - 1849 P - 2016. <https://www.pdfdrive.com/advertising-and-branding-concepts-methodologies-tools-and-applications-d187577321.htm>