

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

**ЗАТВЕРДЖЕНО**

на засіданні кафедри  
менеджменту, бізнесу і  
адміністрування  
Протокол № 1 від 27.08.2025 р.

**ПОГОДЖЕНО**

Проректор з навчально-методичної роботи

  
Каріна НЕМАШКАЛО



**DIGITAL MARKETING**  
робоча програма навчальної дисципліни (РПНД)

Галузь знань **всі**  
Спеціальність **всі**  
Освітній рівень **перший (бакалаврський)**  
Освітня програма **всі**

Статус дисципліни **вибіркова**  
Мова викладання, навчання та оцінювання **англійська**

Розробники програми: к.е.н.,  
доцент



Оксана МАЗОРЕНКО

Завідувач кафедри  
менеджменту, бізнесу і  
адміністрування



Тетяна ЛЕПЕЙКО



## INTRODUCTION

The course “Digital Marketing” belongs to the cycle of elective disciplines of bachelor's studies. The course covers the theoretical foundations of digital marketing, the specifics of the digital environment, and modern approaches to planning, implementing, and evaluating the effectiveness of marketing communications online.

Studying this course provides an understanding of the role of digital marketing in enterprise development. It also develops the ability to apply tools such as search engine marketing, content marketing, social media marketing, email marketing, and web analytics. The course helps build analytical thinking, digital competence, and professional readiness. Future managers will be prepared to work in the conditions of digital transformation in the creative economy.

**The aim of the course** is to acquire systematic knowledge of the theoretical principles and organisational and methodological foundations of the formation and functioning of a digital marketing system within an enterprise, as well as practical skills in applying digital marketing tools to improve the efficiency of enterprise management in the digital space.

The tasks of the course are:

- to reveal the content of the categorical apparatus of digital marketing and its tasks;
- to study the components of digital marketing and the basic principles of their application in the development of a marketing strategy;
- to master the skills of developing a digital marketing strategy;
- to acquire practical skills in the application of various digital marketing tools; to master methods for evaluating the effectiveness of digital marketing tools.

The object of the academic discipline is the processes of introducing digital technologies into an enterprise's marketing activities to enable effective operation.

The subject of the academic discipline is the methods and means of rational combination and effective use of all elements of the marketing complex at the enterprise level.

The learning outcomes and competencies formed by the academic discipline are defined in Table 1.

Table 1

### Learning outcomes and competencies formed by the course

Learning Outcomes	Competencies
Demonstrate skills in identifying problems and justifying managerial decisions	Ability to identify and describe the characteristics of an organization
Demonstrate skills in searching, collecting, and analyzing information, as well as calculating indicators to justify managerial decisions	Ability to conduct research at an appropriate level; Ability to analyze organizational performance results and compare them with internal and external environmental factors

Demonstrate skills in situation analysis and communication in various areas of organizational activity	Ability to analyze organizational performance results and compare them with internal and external environmental factors; Ability to manage an organization and its units through the implementation of management functions
Conduct research individually and/or in a group under the guidance of a leader	Ability to apply knowledge in practical situations; Skills in using information and communication technologies; Ability to generate new ideas (creativity); Ability to identify prospects for organizational development; Ability to demonstrate basic skills of creative and critical thinking
Assess opportunities for using technologies to optimize business efficiency	Understanding principles of psychology and applying them in professional activities
Demonstrate skills of analysis and synthesis of information, adapting them to analyze and solve problems in various fields of business and management	Ability to generate new ideas (creativity); Ability to apply knowledge in practical situations; Ability to demonstrate basic skills of creative and critical thinking
Demonstrate the ability to use modern tools to promote the enterprise and its products on the Internet	Ability to apply knowledge in practical situations; Skills in using digital technologies

## **COURSE CONTENT**

### **Content module 1. Theoretical basics of digital marketing**

#### **Topic 1. Introduction to e-business and digital marketing**

Subject, objectives, and tasks of the academic discipline. Core concepts of e-business and e-commerce.

Essence and content of digital marketing. Evolution of digital marketing. Goal and tasks of digital marketing, its advantages and disadvantages. Trends and statistics of the use of digital tools and the internet in Ukraine and worldwide.

Components of digital marketing. Digital marketing strategy and its development stages.

#### **Topic 2. Digital marketing tools and technologies**

Digital marketing channels. Main digital marketing tools: SEO, PPC, Email marketing, Content marketing, SMM, Affiliate marketing, mobile marketing, Analytics.

Concept of a website and a web server. Functions of a company website and its role in the enterprise marketing system. Basic principles and stages of development and factors of effectiveness of a commercial website. Website design and web page layout. Website usability and user experience. Registration of a company website. Typical mistakes in website development.

### **Content module 2. Application of digital marketing tools in the activities of modern enterprises**

#### **Topic 3. Basics of content marketing**

Essence of content marketing. Advantages of content marketing. Types and formats of content.

Content matrix and content plan. Content distribution channels.

Useful tools of content marketing. Development of a content marketing strategy: stages and specific features.

#### **Topic 4. Email marketing**

Concept of email marketing. Advantages and objectives of email marketing.

Types of email marketing campaigns. Types of email newsletters.

Development of an email campaign. Criteria for selecting an email marketing service provider. Email campaign setup. Mailing frequency. Email campaign statistics. Typical mistakes in email marketing campaigns.

#### **Topic 5. Search Engine Marketing**

Search engine marketing: concept and approaches. Concept of a search engine. Principles of information search. Principles of website ranking. Ranking factors and algorithms. Comprehensive website audit.

Concept of search engine optimization (SEO) and its types. Objectives and tasks, advantages and disadvantages of SEO. Keywords as the basis of search engine marketing. Keyword strategy. Semantic core: essence, approaches, and tools.

Search engine advertising (SEA, PPC): essence, advantages and disadvantages. Launching an advertising campaign on Google Ads. Google algorithms.

#### **Topic 6. Social media marketing**

Concept and types of social media. Social media marketing (SMM): essence and functions.

Characteristics of various social networks. SMM strategy. Marketing tools for promotion in social networks.

Messenger marketing as a modern tool for working with consumers.

#### **Topic 7. Web analytics and analysis of the effectiveness of e-marketing activities**

Essence of web analytics. Functions of web analytics. Main methods and tools for effective web statistics management.

Web analytics setup. Analysis and comparison of different analytics' tools. Challenges of web analytics.

#### **Topic 8. Mobile marketing**

Essence of mobile marketing. Types and features of mobile marketing.

Mobile advertising. Formats of mobile advertising, their advantages and disadvantages. Application optimization and ranking in top positions. Analytics systems. Comparison of mobile application analytics systems. Core business models of mobile application monetization. Selection of a monetization model.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

### The list of practical (seminar) studies

Name of the topic and/or task	Content
Topic 1. Introduction to e-business and digital marketing. Topic discussion	Role of digital marketing in promotion and marketing.
Topic 2. Digital marketing tools and technologies. Task 1	Audit in digital marketing.
Topic 3. Basics of content marketing. Task 2	Content matrix compilation.
Topic 4. Email marketing. Task 3	Developing and launching an email campaign.
Topic 5. Search Engine Marketing. Task 4	Competitor analysis in digital marketing.
Topic 6. Social media marketing. Group discussion	Current trends in SMM.
Topic 7. Web analytics and analysis of the effectiveness of e-marketing activities. Topic discussion	Analysis of website metrics.
Topic 8. Mobile marketing. Group discussion	Challenges and prospects of mobile marketing.

The list of self-studies in the course is given in table 3.

Table 3

### List of self-studies

Name of the topic and/or task	Content
Topic 1-8	Literature search, selection, and review on the given topic
Topic 1-8	Preparation for an express test
Topic 1-8	Preparation for practical classes
Topic 1-8	Preparation of a presentation
Topic 1-8	Preparation for the examination

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

## TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Problem-based lectures (topics 3 – 6), lecture-discussions (topics 1 – 2), presentations (topics 1 – 8), modelling of professional situations (topics 2 – 6), work in small groups (topics 1, 6, 7, 8).

Practical classes (topics 1 – 8), business case (topics 3–6), discussion (topics 1, 6 – 8).

## FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system to evaluate students' learning outcomes.

**Current control** is carried out during lecture, practical, laboratory and seminar classes and has the purpose of checking the level of preparedness of the student of higher education for the performance of specific work and is evaluated by the sum of points scored:

for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

**Semester control** is carried out in the form of a semester exam or grading.

The **final grade** in the course is determined:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control:

express tests (estimated at 8 points (two express tests during the semester – the total maximum number of points – 16)); competence-oriented tasks on topics (three competence-oriented tasks each by 10 points, two competence-oriented task by 7 points during the semester, total maximum number of points – 44); final control work (maximum score – 40 points).

Semester control: Grading.

More detailed information about the evaluation system is provided in the technological card of the course.

## RECOMMENDED LITERATURE

### Main

1. Шталь Т. В. Міжнародний маркетинг [Електронний ресурс] : навч. посіб. / Т. В. Шталь, І. Е. Астахова, В. О. Козуб ; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. (1,34 МБ). - Харків : ХНЕУ ім. С. Кузнеця, 2019. – 274 с. – Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/23343>
2. Лепеуко Т. Basics of the Information Economy : textbook / Т. Лепеуко, О., Mazorenko. – Kh. : Publishing House of KhNUE, 2013. – 140 p. - Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/11974>.
3. Виноградова О.В., Дрокіна Н.І. Маркетингові технології управління Інтернет-проектами. Навчальний посібник. – Київ: ДУТ, 2019. – 351 с.

### Additional

4. Бутенко Д. С. Розвиток інтернет-маркетингу та його вплив на підприємницьку діяльність / Д. С. Бутенко, І. О. Кінас // Регіональна економіка та управління. - 2020. - 1(27). - С.50-55. - Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/23014>.
5. Котлер Ф., Катарджая Г., Ї. Сетьяван. Маркетинг 4.0. Від традиційного до цифрового. – Київ : Вид. КМ-Букс, 2018. – 208 с.
6. Mazorenko O. V. How Covid-19 pandemic boosts the European and Ukrainian electronic commerce / O. V. Mazorenko // [Електронний ресурс] Економіка та суспільство – 2021. – № 25. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/25950>.
7. Mazorenko O. V. Modern aspects of organizing the marketing activity / O. V. Mazorenko, O. M. Myronova. // Економічний розвиток і спадщина Семена Кузнеця : матеріали V науково-практ. конф., 26–27 лист. 2020 р. : тези допов. – Одеса : «Гельветика», 2020. – С. 212–213. – Режим доступу: <https://repository.hneu.edu.ua/handle/123456789/24670>
8. Pererva I. Use of creative marketing in the implementation of enterprise strategy / I. Pererva, O. Myronova // Economics of Development. – 2023. – 22(2). – P. 28–40. – Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/29814>.
9. Литовченко І. Л. Інтернет-маркетинг / І. Л. Литовченко. – К.: Центр учбової літератури, 2011. – 332 с.

#### **Information resources**

10. Електронний каталог Національної бібліотеки України імені В. І. Вернадського. – Режим доступу: [www.nbuv.gov.ua](http://www.nbuv.gov.ua).
11. Електронний каталог Харківської державної наукової бібліотеки імені В. Г. Короленка. – Режим доступу: <http://korolenko.kharkov.com>.