"I confirm"
Head of the Department:_____
Protocol No.
Date*: 2024*

Syllabus for the subject "Digital Marketing"

Faculty: "Economics and Management"
Department: "Economics and Innovative Management"
Specialization: 050408 -"Marketing"

1. Information about the subject
Subject code: IPF-B24
Type of subject: Basic
Subject semester: VII
Total teaching load: 60 hours - (30 s. lecture, 30 s. workshop)
Subject teaching form: Visual
Subject language: Azerbaijani
Credits on ECTS: 5

2. Information about the teacher:
Name, surname, academic degree and academic title of the teacher teaching the subject:
Teacher. Bayramov Namig Loghman oglu
Consultation days and hours: IV day, 0930-1000
E-mail address: namigbay@gmail.com
Legal address of the department: Baku city, Fuzuli str., 170-a

3. Prerequisites: For teaching the subject, it is necessary to initially teach subjects such as "Introduction to Economics", "Microeconomics", "Macroeconomics", "Marketing", "Marketing Management", etc.

4. Corequisites: Simultaneously with teaching this subject, it is necessary to teach subjects such as "Finance", "Statistics", "Audit", "Azerbaijani Economy", etc.

5. Course Description: Digital marketing is actually the use of digital tools to conduct marketing activities through digital channels rather than traditional channels. Statistics on digital channels show that the number of people using digital tools in our country is increasing every day. People now prefer to obtain information from video portals, social networks, and news sites instead of TV, radio, and newspapers. The fact that information is so easy to access is causing people to spend more time on new channels. The fact that so many people are looking in the same direction has opened new doors for marketers - DIGITAL MARKETING. Thus, using digital tools, communicating with consumers,

providing them with the necessary information, and selling products (goods and services) to them has been introduced. It is in this new era that it has become important to know how the channels used work in order to communicate with people properly. In order to adapt to the conditions of the globalized world and compete with competitors, companies need specialists who know new communication channels. Digital Marketing contributes to the preparation of specialists who can use these communication channels.

6. Course Objectives: Along with digitalization, it has brought a new form to marketing academically and practically. Because, as a result of the innovations brought by digital marketing, companies can communicate with consumers faster, and interactivity is high. At the same time, it is possible to reach more consumers and realize sales by spending less budgets. Also, measuring activities in digital marketing is much easier than traditional ones. This, in turn, is evolving both the academic environment and the practical market environment. In the newly formed market environment, there is a need for specialists who act with realities and measurable results.

The main objective of the subject is to train master's students as specialists who act with precise, measurable results in both academic and practical environments and who can use the necessary tools for this.

7. Course Outcomes: 1. They will have the opportunity to follow technological innovations, trends, cultural and social changes and will be able to apply them in their field.

2. Will have the opportunity to follow and discuss topics related to new media and communication channels. Will be able to comment on what he understands and present a critical approach.

3. Will be able to analyze concepts related to digital media both theoretically and practically and create content in a scientific context.

4. Will be able to manage resources and time correctly by improving his skills such as creating and managing content on digital platforms.

5. Will be able to form detailed and necessary information on internet journalism, public relations in social media, reputation management in the fields of new media and communication.

6. Will be able to actively participate in building campaigns and creative ideas in social media management, search engine management, working with influencers and other directions.

7. Will be able to prepare content and campaigns for local and international platforms.

8. Attendance requirements: If the total number of classroom hours missed during the semester in a subject exceeds the limit specified in the regulatory documents (more than 20%), the student is not allowed to take the exam in that subject and his academic debt in that subject remains.
9. Assessment: The student's knowledge is assessed on a 100-point system: 50 points are collected during the semester (including 20 points for activity in training classes, and 30 points for the results of the colloquium), and 50 points are collected in the exam (each ticket consists of 5 questions and is evaluated with 10 points).
A minimum of 3 colloquiums will be held during the seminar. If the student does not participate in the colloquium, 0 (zero) points are recorded in the journal.

The assessment criteria are as follows:

-10 points - the student deeply understands the material passed, his answer is accurate and comprehensive.

-9 points - the student fully understands the material passed, his answer is accurate and can fully explain the text of the topic.

-8 points - the student makes some general mistakes in his answer;

-7 points - the student understands the material passed, but cannot justify some issues theoretically

-6 points - the student's answer is mostly correct.

-5 points - the student's answer has shortcomings, cannot fully cover the topic.

-4 points - the student's answer is partially correct, but makes some mistakes when explaining the topic;

- 3 points - the student is aware of the topic, but cannot justify his opinion;

- 1-2 points - the student is partially aware of the topic.

- 0 points - there is no answer to the question.

The amount of points scored by the student in the exam must not be less than 17 points. Otherwise, the student's exam indicators are not added to the points scored as a result of educational activities during the semester.

Assessment of student knowledge based on the total accumulated semester points is conducted as follows:

Grading Scale:

Points	Letter-Grade Assessment	Performance Level
100 – 91	A	"excellent"
90 – 81	B	"very good"
80 – 71	C	"good"
70 – 61	D	"sufficient"
60 – 51	E	"satisfactory"
Less than 51 points	F	"unsatisfactory"

10. Violation of the rules of conduct: If a student violates the internal disciplinary rules of the University, action will be taken in accordance with the regulations.

11. Topics taught in the subject:

№	Name of topics	Including	
		Lecture	Seminar
1.	**Topic 1: The concept of digital marketing. Its main directions. Targeting in digital marketing. Digital consumer and his behavior.** 1. Digital marketing and its main difference from traditional marketing 2. Advantages and disadvantages of digital marketing 3. Main directions of digital marketing 4. "Marketing funnel" in digital marketing	2	2

	5. Digital consumer and his behavioral motives		
2.	**Topic 2: Digital Marketing Terms and Metrics** 1. Website Terms: Visit, visitor, conversion, page view, bounce rate, etc. 2. Digital Marketing Terms: Click, View, CTR, CPC, CPM, CPA, PPC, etc.	2	2
3.	**Topic 3: Strategy and Goal Setting** 1. What is a digital marketing strategy and how to build it 2. Digital marketing plan - step by step explanation	2	2
4.	**Topic 4: Digital Marketing Channels** 1. Paid, Owned, Shared, Earned Media 2. Search Engine Marketing (SEM): Bing and Google Ad Types 3. Facebook Ad Types 4. Overview of Advertising Opportunities on LinkedIn, Waze, Twitter	2	2
5.	**Topic 5: Creating a Google Ads account and explaining the panel** 1. What is Google Ads and what does it include? 2. Creating a Google Ads account. Making payment and other adjustments to the account 3. The capabilities of the "Tools and settings" and "Reports" menus in the Google Ads panel	2	2
6.	**Topic 6: Google Ads:Google Search Ads - 1** 1. Keywords and their importance. Types of keyword targeting 2. Google Ads Keyword Planner. Its advantages and how to use it 3. Facebook Pixel code and its connection with Tag Manager	2	2
7.	**Topic 7: Google Ads:Google Search Ads - 2** 1. Google Search Ads Overview 2. The Role and Calculation of Ad Rank in Search Results 3. Quality Score 4. Ad Extensions 5. Keywords in Search Ads 6. Bid Strategy Overview 7. Creating a Google Search Ad Campaign	2	2
8.	**Topic 8: Google Ads: Google Display Ads** 1. Understanding Google Display Ads. Targeting capabilities in Google Display Ads. Key differences between Google Search Ads and Google Display Ads 2. Targeting capabilities in Google Display Ads 3. Creating a Google Display ad	2	2
9.	**Topic 9: Google Ads: Google Display Network (GDN)** 1. What is Display Advertising Systems (Google Display Network - GDN)? 2. Banner Creation Tools for Google Display Network 3. Creating a Google Display Network Ad Campaign 4. Google Display Network Ad and Image Formats	2	2

	5. Smart GDN Ads 6. Video Ad Models: Youtube		
10.	**Topic 10: Google My Business, Facebook Pixel and Google Tag Manager** 1. Google My Business account and its benefits. 2. How to open a Google My Business account.	2	2
11.	**Topic 11: Facebook Ads: Facebook and Instagram Ads** 1. The Importance and Benefits of Meta Ads 2. What is Meta (Facebook) Business Manager and Why is it Used 3. Opening an Ad Account on Facebook 4. Creating and Targeting Options for Facebook Ads 5. Creating A/B Testing on Facebook (Meta) Ads	2	2
12.	**Topic 12: Remarketing** 1. How do remarketing ads work? 2. Which social media channels can be used for remarketing 3. Remarketing with Google Ads 4. Remarketing with Facebook Ad	2	2
13.	**Topic 13: Google Analytics** 1. What is Google Analytics and what does it do 2. Google Analytics account creation and initial setup 3. Google Tag Manager setup 4. How the Google Analytics algorithm works 5. Explanation of Google Analytics menus 6. Metrics and insights 7. Reports 8. Analytics reports by ads 9. Behavior and purchase reports	2	2
12.	**Topic 14: Search Engine Optimization (SEO)** 1. What is SEO and how search engines work 2. Types of results in Google search 3. Advantages of having HTTPS links 4. Site speed and its impact on search results 5. Robots.txt and sitemaps 6. Google Search Console explained 7. Site URL structure 8. Link analysis and link building 9. Rules for creating SEO-friendly content	2	2
12.	**Topic 15: Social Listening and the Digital Consumer** 1. What is social listening in digital media, what does it include 2. In what directions can social listening be conducted in digital media 3. The importance of social listening as a PR and strategy tool 4. The potential of social listening to influence the digital consumer	2	2

	Total:	30	30

12. Lecture texts of the subject: Lecture texts and sample tests on all topics of the subject are posted in electronic form on the teacher's email.

13. Requirements, tasks for the subject: During the study of the subject, the student must be able to: develop presentation skills, analyze the market, follow trends, etc.

14. Students' opinions and comments about the subject:--

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15. Assignments: There is no assignment required for the subject.

Main resources (Book):

1. "Digital Marketing and Social Media", Gambar Ali Oruj, Qalandar Mammadli
2. "The art of Digital Marketing", Ian Dodson
3. "Digital Marketing", Dave Chaffey
4. "Buyology", Martin Lindstrom

Additional resources (Article, internet resource and others):

1. https://datareportal.com/
2. https://www.dijitalpazarlamaokulu.com/
3. The 6 fundamentals of digital marketing, Netmark's 2016 guide
4. https://www.seocu.com/analytics-nedir
5. https://journo.com.tr/

Head of Department:

Lecturer: **N.L.Bayramov**