**Digital marketing (ECTS credits: 6)**

Language: the course is offered in English, Serbian and Hungarian.

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**Course description:**

The course Digital marketing will provide students the knowledge about business advantages of the digital marketing and its importance for marketing success. They will learn to develop a digital marketing plan; to make SWOT analysis; to define a target group; discover various digital channels, their advantages and ways of integration; see how to integrate different digital media and create marketing content; how to optimize a Web site and SEO optimization; how to create a Google AdWords campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of digital marketing.

This course will cover, both as lectures and practices, the following topics:

1. Introduction
2. Creating initial digital marketing plan, SWOT analysis
3. Web design – Word Press
4. Email marketing
5. SEO optimization
6. Google AdWords
7. CRM platforms and models
8. Social Media Marketing (Facebook, Instagram, LinkedIN, Pinterest, Twitter)
9. Creating Facebook page and visual identity
10. Business opportunities and Instagram options
11. YouTube Marketing
12. Business tools on LinkedIn
13. App Marketing
14. Digital Marketing Budgeting
15. Closing remarks

**Aims:**

The goals are the following:

* Students will be able to identify the importance of the digital marketing for marketing success,
* To manage customer relationships across all digital channels and build better customer relationships,
* To create a digital marketing plan, starting from the SWOT analysis and defining a target group,
* Further, students will learn how to identify digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.