Syllabus of the course
«Digital marketing tools: EU experience»

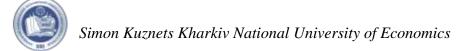|	
Specialty	*073 «Management»*
Study Programme	*International IT-Management*
Study cycle (Bachelor, Master, PhD)	*the first (Bachelor) level of higher education*
Course status	*elective*
Language	*English*
Term	*second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester*
ECTS credits	*5*
Workload	*Lectures – 16 hours.*
	Practical studies – 32 hours.
	Laboratory studies – 0 hours.
	Self-study – 102 hours.
Assessment system	*Grading including Exam*
Department	*Department of International Economics and Management, Kharkiv, Nauki Ave., 9-a. room 201, +38 (057) 702-18-32; http://mev.hneu.edu.ua/international-economics-and-management/*
Teaching staff	*Proskurnina Nadiia, Doctor of Economics, Full Professor, Head of the Department of International Economics and Management*
Contacts	*nadiia.proskurnina@hneu.net*
Course schedule	*Lectures: according to the schedule* *Practical studies: according to the schedule*
Consultations	*At the Department of International Economics and Management, offline, according to the schedule, individual, PNS chat.*

Learning objectives and skills:
is to create an effective personnel management system in the organization; development and analysis of the personnel policy of the organization; design of the personnel management system and regulatory support of the labor team of the personnel service of the enterprise.

Structural and logical scheme of the course

Prerequisites	Postrequsites
-	-
-	-

Course content

Topic 1. Marketing challenges in the digital age.

Topic 2. European marketing practices: customer experience, business transparency, customer choice management tools, consumer data management.

Topic 3. Measuring the economic contribution of digital advertising in the EU.

Topic 4. Demand and supply for digital skills of marketers.

Topic 5. Areas of the economy and society in which companies need services and experts in digital

marketing.

Topic 6. The state of content marketing in EU countries.

Topic 7. Artificial intelligence. Why AI can be the key to personalizing the customer experience?

Topic 8. EU Digital Single Market Strategy.

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.