

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
міжнародної економіки і менеджменту
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ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



ІНСТРУМЕНТИ ЦИФРОВОГО МАРКЕТИНГУ: ДОСВІД ЄС

робоча програма навчальної дисципліни (РПНД)

Галузь знань	05 «Соціальні та поведінкові науки»
Спеціальність	051 «Економіка»
Освітній рівень	другий (магістерський)
Освітня програма	Міжнародна економіка

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Розробник:
д.е.н., професор



Надія ПРОСКУРНІНА

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Надія ПРОСКУРНІНА

Гарант програми



Людмила ПІДДУБНА

Харків
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Simon Kuznets Kharkiv University of Economics

APPROVED

at the meeting of the department
of International Economics and Management
Minutes № 1, dated 28.08.2023

AGREED

Vice-rector for educational and methodical work

Karina NEMASHKALO



DIGITAL MARKETING TOOLS: EU EXPERIENCE

the work program of the academic discipline

Branch of knowledge **05 «Social and behavioral sciences»**
Specialty **051 «Economy»**
Educational Level **Second (Master's)**
Educational Program **International Economics**

Status of discipline **Elective**
The language of teaching, learning and rating **English**

Developer:

Doctor of Economics,
Professor

Nadiia PROSKURNINA

Head of Department
of International Economics
and Management

Nadiia PROSKURNINA

Guarantor of the program

Lyudmila PODDUBNA

Kharkiv
2023

INTRODUCTION

Digital marketing is the fastest e-commerce solution available. With the help of digital marketing tools and the experience of their use by European companies, domestic manufacturers can easily scale their business both in Ukraine and on the territory of the EU. Digital marketing tools will help you reach the maximum audience or customers and you can do it quickly. It really plays an important role in the modern system of economic relations, especially in the conditions of entry of Ukrainian companies to the EU markets. Digital marketing tools and techniques are much more affordable than traditional offline marketing methods. But one of the main advantages of digital marketing is the ease of tracking and monitoring results in real time, when it is possible to quickly review customer feedback indicators and evaluate the success of your marketing campaign, which will allow the company to more effectively plan its further actions and make management decisions. This course attempts to highlight the importance of using digital marketing tools in the new era.

The purpose of the educational discipline is to form graduate students with sustainable competences in using digital marketing tools to develop a mechanism of mutual relations and their further intensification between EU and Ukrainian market participants.

The tasks of the academic discipline are:

- formation of professional competences regarding the use of digital marketing tools at enterprises of various spheres of activity;
- development of skills in the formation of a digital marketing campaign for domestic enterprises.

The object of study of the discipline is the experience of using digital marketing tools by European companies.

The subject of study of the discipline is the principles, tools, methods and forms of digital marketing.

The results of training and competence formed by the educational discipline are defined in the table. 1.

Table 1

Learning outcomes of training and competences formed by the educational discipline

Learning outcomes	Competences that must be mastered by a student of higher education
LO1	GC1, GC2
LO4	GC2, SC1
LO8	SC5
LO9	GC7
LO10	SC4
LO12	SC3
LO14	SC5
LO15	SC3

where: GC1. Ability to generate new ideas (creativity).

GC2. Ability to abstract thinking, analysis and synthesis.

GC7. The ability to act on the basis of ethical considerations (motives).

SC1. The ability to apply scientific, analytical, methodical tools to justify the strategy of development of economic entities and related management decisions.

SC3. The ability to collect, analyze and process statistical data, scientific and analytical materials, which are necessary for solving complex economic problems, to draw reasonable conclusions based on them.

SC4. The ability to use modern information technologies, methods and techniques for the study of economic and social processes, adequate to the established research needs.

SC5. The ability to identify key trends in socio-economic and human development.

LO1. Formulate, analyze and synthesize solutions to scientific and practical problems.

LO4. Develop socio-economic projects and a system of complex actions for their implementation, taking into account their goals, expected socio-economic consequences, risks, legislative, resource and other restrictions.

LO8. Collect, process and analyze statistical data, scientific and analytical materials necessary for solving complex economic tasks.

LO9. Make effective decisions under uncertain conditions and requirements that require the use of new approaches, methods and tools of socio-economic research.

LO10. Apply modern information technologies and specialized software in socio-economic research and management of socio-economic systems.

LO12. To substantiate management decisions regarding the effective development of economic entities, taking into account goals, resources, limitations and risks.

LO14. Develop scenarios and strategies for the development of socio-economic systems.

LO15. Organize the development and implementation of socio-economic projects, taking into account informational, methodical, material, financial and personnel support.

PROGRAM OF THE ACADEMIC DISCIPLINE

Content of the academic discipline

Content module 1. Theoretical foundations of digital marketing. Basic indicators and concepts.

Topic 1. Marketing challenges in the age of digital technologies.

1.1. The importance of digital marketing in today's business landscape.

The essence of the concept of "digital age". Challenges Marketers Face in the Digital Age.

1.2. Understanding consumer behavior in the digital age.

The impact of digital technologies on consumer behavior. The importance of understanding customers in the development of effective marketing strategies. Problems of understanding and predicting consumer behavior in the digital age.

1.3. Challenges for marketing in social networks.

An overview of social media marketing. Creating and maintaining a presence in social networks. Creating engaging content for social media platforms. The importance and challenges of social media advertising.

1.4. Data privacy and security.

Data privacy and security issues in the digital age. The impact of a data breach

on consumer trust. The place of data privacy and security in marketing strategies. The challenges of balancing data collection with privacy concerns.

1.5. Technological advances and marketing automation.

Overview of technological advances in marketing automation. The benefits and challenges of marketing automation. The role of AI and machine learning in marketing automation.

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

2.1. Customer experience.

Importance of customer experience in European marketing. The key factors in ensuring a positive customer experience are personalization, convenience, multi-channel presence. Examples of companies with successful customer interaction strategies.

2.2. Business transparency.

Growing importance of business transparency in European marketing. Advantages of business transparency, strategies for implementing transparency in marketing. Examples of companies with transparent marketing practices.

2.3. Customer Choice Management Tools.

Overview of customer choice management tools. The benefits of providing customers with choice management tools. Types of Choice Management Tools, Consent Management Platforms, Help Centers, Data Subject Access Requests. Examples of companies with successful "choice management strategies".

2.4. Management of consumer data.

Overview of consumer data management practices in Europe. The main regulatory acts affecting the management of consumer data.. General Data Protection Regulation (GDPR). Regulation of electronic privacy. Consumer data management practices: consent-based data collection, secure data storage, transparent data usage policies.

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

3.1. Methods of measuring the economic contribution of digital advertising.

The concept of direct economic impact. Digital advertising revenue. Jobs in the digital advertising industry. Indirect economic impact. Side effects of digital advertising on other areas of social and economic life.

3.2. Cases of successful digital advertising campaigns in the EU

Nike campaign "You can't stop us". Volkswagen "Think Blue" campaign. Coca-Cola "Taste the Feeling" campaign. Analysis of the economic effect of successful digital advertising campaigns.

3.3. Challenges and opportunities for digital advertising in the EU

Challenges facing the digital advertising industry in the EU. GDPR and ePrivacy rules. Ad blocking software. Opportunities for the digital advertising industry in the EU.

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

4.1. Demand for digital skills in marketing

Market trends and drivers. Job functions and roles of marketers. Requirements for the work of marketers and qualifications. Offering digital skills in marketing. Digital marketer skills development and training resources. Professional associations and certification programs.

4.2. Opportunities and challenges of developing the digital skills of marketers.

The problem of the lack of skills of digital marketers in the European market. Use of modern technologies for skill development. Embracing the culture of lifelong learning. The Future of Digital Skills in Marketing: Emerging Trends and Technologies.

Content module 2. Digital marketing for professional development and everyday life

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

5.1. Areas of the economy that require digital marketing services

E-commerce and online retail. Hospitality and tourism. Financial services. Health care. Real estate. Education

5.2. The role of social networks in marketing.

Development of influence marketing. The importance of mobile optimization. The impact of artificial intelligence on digital marketing.

5.3. The importance of expertise in digital marketing.

The complexity of digital marketing campaigns. Importance of data analysis in digital marketing. The role of creativity and innovation in digital marketing.

Topic 6. State of content marketing in EU countries.

6.1. Definition of content marketing.

The role of content marketing in the era of digital technologies. Overview of the state of content marketing in the EU.

6.2. Content marketing strategies in EU countries.

Overview of popular content marketing strategies in the EU. Case studies of successful content marketing campaigns in EU countries.

6.3. Challenges and opportunities in EU content marketing.

Problems faced by enterprises in the EU when implementing content marketing strategies. Examples of successful strategies when using content marketing.

6.4. Content marketing metrics and analytics.

Key metrics used to measure the success of content marketing campaigns. An overview of the analytical tools available to track and analyze content marketing performance. Content Marketing Practices: The Role of Content.

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

7.1. The concept of artificial intelligence (AI).

Turing test. Explaining the importance of personalizing the customer experience. Using AI to personalize the customer experience. The future of AI and personalization. The potential and challenges of implementing AI for personalization. Ethical considerations when using AI for personalization.

7.2. AI and customer data.

The importance of the role of customer data in personalization. Using AI to collect and analyze customer data. Customer data that can be used for AI personalization.

7.3. Chatbots and personalization.

Chatbots and their importance for personalization. Using AI in chatbots for personalization. Advantages of using chatbots for personalization.

7.4. Predictive analytics and personalization.

The concept of predictive analytics. Using AI in predictive analytics for personalization.

Topic 8. Strategy of the EU digital single market.

8.1. Concepts and objectives of the Digital Single Market Strategy of the EU.

Removing barriers to cross-border online activity. Creating a level playing field for digital business. Maximizing the growth potential of the digital economy. Ensuring shared use of the benefits of the digital economy for all EU citizens.

8.2. Key initiatives of the EU Digital Single Market Strategy.

Modernization of EU copyright rules. Simplifying VAT rules for e-commerce. Promotion of cross-border e-commerce. Support for the development of the European data economy. Strengthening cyber security in the EU. Solving the problems of the platform economy. Ensuring access to digital skills and education.

8.3. Implementation of the Digital Single Market Strategy of the EU.

The role of EU institutions, member states and stakeholders. Current status and future challenges. Opportunities and benefits for businesses and consumers.

The list of practical (seminar) and/or laboratory classes/tasks by academic discipline is given in the table 2.

Table 2

List of practical (seminar) and/or laboratory classes/tasks

Name of the topic and / or task	Content
Topic 1. Task 1.	Research of the genesis, prerequisites and essence of digitalization of marketing, identification of the economic nature of modern digital transformations in marketing.
Topic 2. Task 2.	Analysis of the essence of the concepts "customer experience" and "business transparency" in modern conditions. Overview of tools for managing customer choice and consumer data.

Name of the topic and / or task	Content
Topic 3. Task 3.	Research on methods of measuring the economic contribution of digital advertising and cases of successful digital advertising campaigns in the EU. Review of digital advertising campaigns of Ukrainian enterprises.
Topic 4. Task 4.	Market analysis of the EU and Ukraine on the demand for digital skills of marketers.
Topic 5. Task 5.	Development of a digital campaign on a concrete example using different channels of product promotion.
Topic 6. Task 6.	Development of content plan in social networks.
Topic 7. Task 7.	Analysis of the use of key digital marketing metrics.
Topic 8. Task 8.	Key initiatives of the EU Digital Single Market Strategy and analysis of the possibility of adapting the EU experience for Ukrainian companies.

The list of independent work by academic discipline is given in the table. 3.

Table 3

List of independent work

Name of the topic and / or task	Content
Topic 1 – 10	Study of lecture material, normative bases of Ukraine and the EU in the field of digitization
Topic 1 – 10	Preparation for practical classes
Topic 3	Essay writing
Topic 5– 7	Performance of individual educational and practical tasks
Topic 1 – 10	Preparation for the exam

The number of hours of lectures, practical (seminar) and/or laboratory classes and hours of independent work are given in the work plan (technological map) for the academic discipline.

TEACHING METHODS

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

Problem lecture (Topic 1, 3-8), lecture-dialogue (Topic 2)).

In person (demonstration (Topic 1 – 8)).

Practical (individual educational and research tasks (Topic 1, 2, 4 - 8), essay (Topic 3), case method (Topic 2, 3, 6)).

ASSESSMENT FORMS AND METHODS

Simon Kuznets Kharkiv National University of Economics uses a cumulative (100-point) rating system.

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 disciplines with a form of semester control examination (exam): the maximum amount is 60 points; the minimum amount that allows a student of higher education to pass an exam is 35 points.

– for disciplines with a form of semester credit control: the maximum amount is 100 points; the minimum amount is 60 points.

The final control includes the semester control and certification of the student of higher education.

Semester control is conducted in the form of a semester exam (exam). The semester exam (exam) is taken during the exam session.

The maximum number of points that a student of higher education can receive during the examination (examination) is 40 points. The minimum amount for which the exam is considered passed is 25 points.

The final grade by academic discipline is determined by summation of points for current and final control.

During the teaching of the academic discipline, the following control measures are used:

Current control: Individual educational and research tasks (25 points), written control work (10 points), colloquium (20 points), essay (5 points).

Semester control: Exam (40 points) 7

More detailed information about the evaluation system is given in the work plan (technological map) for the academic discipline.

An example of an examination task and evaluation criteria for an academic discipline.

An example of an examination task

Simon Kuznets Kharkiv University of Economics

The second (master's) level of higher education

Specialty "Economics"

Educational program "International Economy". Semester I

Academic discipline "Digital marketing tools: EU experience"

EXAMINATION TASK No 1

Task 1 (theoretical) – 10 points.

Search engine marketing (SEM) consists of two parts: search engine optimization (SEO) and PPC advertising (Pay-Per-Click). Evaluate the list of pros and cons of SEM. Describe whether you think it is important to use both parts of SEM. What can happen if you only use PPC? Is it just SEO?

Task 2 (test) – 20 points.

1	What is the most used digital marketing tool in the EU? a) SEO b) Marketing in social networks c) Email marketing d) Media advertising
2	Which of the following digital marketing tools is best for generating leads? a) Marketing in social networks b) Email marketing c) PPC advertising d) Content marketing
3	What digital marketing tool can help improve your site's search engine rankings? a) E-mail marketing b) Marketing in social networks c) PPC advertising d) SEO
4	What is the main purpose of using digital marketing tools in the EU? a) Increase sales b) To receive potential customers c) Increase brand recognition d) Increase the number of visits to the resource
5	Which digital marketing tool is most effective for reaching a younger audience in the EU? a) Email marketing b) Marketing in social networks c) Media advertising d) Content marketing
6	Which of the following is NOT a popular digital marketing tool in the EU? a) Influencer marketing b) Affiliate marketing c) Mobile marketing d) print advertising
7	What is the main advantage of using e-marketing in the EU? a) It is economically beneficial b) covers a wider audience c) Easy to measure ROI d) It is more attractive than other channels
8	What digital marketing tool can help businesses increase customer engagement? a) PPC advertising b) Electronic marketing c) Marketing in social networks d) Media advertising

5-10 points. The task was completed with proper justification of the directions of the decision and without shortcomings in the solution of the task and the conclusions drawn. The course of the decision was justified and appropriate conclusions were drawn in full.

RECOMMENDED LITERATURE

Main

1. Fundamentals of the digital economy. Study guide / Ed. A. I. Krysovaty, A. I. Guley, B. O. Yazlyuk, H. V. Lipianina-Honcharenko, V. I. Maksymovich, A. M. Butov - Ternopil: ZUNU, 2021 - 274 p.

2. Proskurnina N.V. Digital marketing tools as a driver of omnichannel retail. Herald of Khmelnytskyi National University. Economic sciences. – Khmelnytskyi, 2020. – №5(286). – С. 161-164. – [Electronic resource]. – Access mode: <http://repository.hneu.edu.ua/handle/123456789/24944>

3. Proskurnina, N., Bestuzheva, S., & Kozub, V. (2022). Analytical aspects of the study of consumer behavior in the conditions of digitalization of the Ukrainian economy. Economy and society, (36). – [Electronic resource]. – Access mode: <http://repository.hneu.edu.ua/handle/123456789/27711>

4. Smart industry in the era of the digital economy: prospects, directions and mechanisms of development: monograph. [V.P. Vishnevsky; O.V. Vietska; OHM. Harkushenko; SI. Knyazev; O.V. Pole; V.D. Chekina; D.Yu. Cherevatskyi]; Under the editorship of Acad. NAS of Ukraine V.P. Vishnevsky; Institute of Industrial Economics of the National Academy of Sciences of Ukraine (Kyiv), 2018 - 192 p.

5. Ukraine 2030E is a country with a developed digital economy. - [Electronic resource]. - Access mode: <https://strategy.uifuture.org/kraina-z-rozvinutoyu-cifrovoyu-ekonomikoyu.html>

Additional

6. Adobe. “15 Mind-Blowing Stats About Customer Experience Management, 2020 Edition”. – [Electronic resource]. - Access mode: <https://cmo.adobe.com/articles/2019/3/15-mind-blowing-stats-about-customer-experience-management.html>

7. Peter S.H. Leeflang, Peter C. Verhoef, Peter Dahlström, Tjark Freundt. Challenges and solutions for marketing in a digital era /European Management Journal. - Volume 32, Issue 1. – 2014. – P. 1-12. ISSN 0263-2373,. <https://doi.org/10.1016/j.emj.2013.12.001>.

Information resources

8. Organization of economic cooperation and development. – [Electronic resource]. - Access mode: : <https://data.oecd.org>

9. Official website of the Ministry of Digital Transformation of Ukraine. – [Electronic resource]. - Access mode: : <https://thedigital.gov.ua>

10. Official website Deloitte. – [Electronic resource]. - Access mode: : <https://www2.deloitte.com/ch/en.html>

11. Global Innovation Index (INSEAD, WIPO). – [Electronic resource]. - Access mode: : <https://www.globalinnovationindex.org>
12. Shaping Europe’s digital future. – [Electronic resource]. - Access mode: : <https://ec.europa.eu/digital-single-market/en>