Future competences pathways
for marketing and ICT education (FuseIT)

IO2 A1: Detailed Syllabus

Document Control			
Revision #	**Revision Date**	**Description**	**Name and Surname**
1	2020-06-15	Original Draft	Elinga Žiliuvienė
2	2020-06-24	Updated Draft Report	Renata Danielienė, Giedrius Romeika
3	2020-07-23	Localization	Darius Karaša
4	2020-07-31	Final Report Preparation	Renata Danielienė
5	2020-12-07	Final adjustments	Diana Zmicerevska
6	2020-12-22	Final adjustments	Giedrius Romeika, Renata Danielienė, Indrė Ščiukauskė, Darius Karaša

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1. DESCRIPTION ON THE PROJECT FUSEIT

"The European Union needs to ensure that the knowledge, skills, competence and creativity of the European workforce - especially its ICT practitioners - meet the highest global professional standard and are constantly updated in a process of effective lifelong learning." - Michel Catinat, Head of Unit, ICT for Competitiveness and Industrial Innovation, DG Enterprise and Industry, European Commission, 2015.

ICT is among the leading sectors in Europe making an increasingly important contribution to the economic growth and jobs creation in advanced economies. Despite of that according E-skill in Europe Report (2014) the shortage of ICT specialists is increasing. The demand for them is expected to increase in the next few years. For example, at the moment large international banks are opening their departments in Lithuania and thus increase the demand for highly skilled ICT specialists. Experts assert that many young people are still choosing studies different from ICT. Some school graduates who might be interested in ICT studies in the future do not study subjects related to ICT, choosing a different specialization at school. Those who finish ICT studies have a decent qualification, which, however, should be more proficient. High schools and universities provide students with only basic ICT knowledge. If students want to work with a specific ICT, they must additionally study in centers of competence development. Current situation justifies need for multi-disciplinary approach to ICT education, new curriculum design and creation of opportunities (and conditions) to get required skills and knowledge's ASAP (e.g. by using online courses, lifelong learning principles etc.). From looking of long period perspectives ICT departments will be forced to accept new approach to the ICT education which could help to decrease gaps and mismatches between needs of the labor market and societal needs (or expectations) of students. According to the European Schoolnet (EUN), skills in science, technology, engineering and mathematics (STEAM) are becoming an increasingly important part for basic literacy in today's knowledge economy. There is a need for one million additional researchers by 2020 in order to keep the Europe growing. Science education can no longer be viewed as only elite training for future scientists or engineers. It is clearly visible that only science-aware citizens can make informed decisions and engage in dialogue on science-driven societal issues. As stated in the recent Report of the European Commission (EC) – Science Education for Responsible Citizenship, knowledge of and about science are integral to preparing our population to be actively engaged and responsible citizens, creative and innovative, able to work collaboratively and fully aware of and conversant with the complex challenges facing society. Unfortunately, According EUN (2016) STEAM shortages are prevalent throughout Europe and apply to almost all technical jobs, including ICT.

Fuse IT (Future competences pathways for marketing and ICT education) project addresses the education and labor market requirements for professional skills and knowledge for students and graduates in university (including life-long learning activities). The project will analyze, design, develop and implement an up-to-date curriculum, e-learning materials, blended learning environment, ICT knowledge and skills self-evaluation and knowledge evaluation system simulations. The main intellectual outputs are related to marketing and future competencies and they will include:

- Guidelines and study analysis in HE;
- Curriculum development and localization;
- E-learning material in separate parts for different subjects;
- Simulations for education;
- Self-evaluation and knowledge evaluation system;
- Methodological guidelines

There are 2 level of beneficiaries which will be impacted by the project. The primary target group includes:

- Students at university;
- Educators, university staff, adult education centers etc.
- Business sector

This target group will benefit from the project by participating in training and knowledge evaluation, which will improve their knowledge and competencies in the labor market. Educators and university staff are responsible for skills upgrade and raising of qualification. The secondary target group are universities, which could use project results and implement updated marketing study program and/or implement separate parts of marketing in ICT studies. How to implement project results and other useful information will be described in the Methodological guidelines for implementation for implementation marketing module.

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2. PURPOSE OF THIS DOCUMENT

This document could be used for trainers like a short guide for the blended learning course. The following pages contain information about the online learning course and its structure. Trainers can learn more about the idea behind the structure and what the course expects from them. The course is based on the idea that the trainer guides the self-learning process of the participants and supports the group working processes. If issues are not covered by this methodology, trainers are invited to contact at any time the coordinator of the course in their respective country.

3. STRUCTURE OF THE BLENDED LEARNING COURSE

This course follows a blended learning concept combining online and face-to-face learning methods. Course participants will learn about principles of marketing in digital domain, technical aspects of search engines and social media and non-technical aspects of digital marketing such as media planning email marketing, etc.

The **face-to-face training** or **online meeting** in the beginning of the course establishes trust and motivation by offering the participants to get to know each other, introducing the trainer and familiarize with the topic. After that blended training course starts.

During blended learning course, it is recommended to use such teaching and learning methods:

- Lectures,
- Practical work,
- Active learning methods
- Online learning (individual work).

Recommended duration of the course is up to 16 weeks.

It is advisable that the participants spend up to 4 hours a week in order to get familiar with reading materials and complete self-evaluation tests.

4. ASSESSMENT METHODS

- Self-evaluation tests
- Scenarios tasks
- Final test

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Assessment strategy	Comparative weight percentage	Date of examination	Assessment criteria
Self-evaluation tests (SE)	30 %	Time appointed by lecturer during practice classes or online learning	At least 50% of correct answers
Scenarios tasks (ST)	30 %	Time appointed by lecturer during practice classes or online learning	At least of 50% scenarios created
Final evaluation tests (FE)	40 %	Exam time	Quality and timely assignments (Each is graded from 0 to 10).

Final grade is calculated as follows=0,30*SE+0,30*ST+0,40*FE

Exam grade have to be no less than 5.

All assessment parts are graded in 1-10 mark scale.

10-9: Perfect and very good knowledge. Evaluation level. 90-100 % correct answers.

8-7: Good knowledge and abilities, there may be several mistakes. Synthesis level. 70-89 % correct answers.

6-5: Average knowledge and abilities, there are errors. Analysis level. 50-69 % correct answers.

4-3: Knowledge and abilities below average, there are significant errors. Knowledge application level. 20-49 % correct answers.

2-1: Below minimum requirements. 0-19 % correct answers.

5. PURPOSE OF THE COURSE UNIT: PROGRAMME COMPETENCES TO BE DEVELOPED

Develop the ability to understand the principles of an effective modern digital marketing strategy, thus to ensure students` competitiveness on the labor market and the common prosperity of the related enterprises of the region provided by the qualitative staff – unit graduates. To achieve that knowledge has to be obtained by the students during the unit: theoretical basics, such as basics of marketing and market research, supported by the knowledge of highlights of successful management approaches in customer engagement, strategic creativity, decision-making and business intelligence. The students should be introduced to the management approach of customer experience, web experience included that is why understanding of design thinking is required as well.

Provide understanding necessary to gain practical skills and suffient competence to operate with related digital marketing tools used to ensure the functionality of modern digital marketing complex and strategies. Students have to be skilled enough to get primary data from the available sources for segmentation and targeting strategies, with an application of digital, SEO analytics and to interpret results for further diversification using CRM software. Students should be also competent to apply modern marketing strategies, such as digital positioning   with the help of video marketing, social media, mobile and email marketing. Excel is a primary skill required by the surveyed audience to support competences and is also included in the list of necessary skills.

6. COURSE PARTICIPANTS

This course is aimed to entrepreneurs, self-employed, business owners, managers of different levels, marketing specialists, students of different levels of education and other people interested in converting a new profession and changing careers, or just acquiring new knowledge and skills.

7. PREREQUISITES AND COREQUISITES

As the Curse is dedicated to ICT field, it is required that Course participants would have basic digital literacy competences, like computer essentials and online essentials skills.

Prerequisites: an attendant of Course should have at least Intermediate level (regarding description in The Digital Competence Framework for Citizens 2.1[1]) of General digital competences that consumers as users of technologies will have to acquire as a pre-requisite to function in a digital environment are described in DigComp[2] (Vuorikari et al., 2016)

Corequisites: fundamental and applied knowledge in informatics engineering, background of structuring and maintenance of information systems would provide an advantage for Course attendee, which facilitate the appropriate uptake of achievement of Course, objectives (learning outcomes).

8. LEARNING OUTCOME

By taking this bended training course participants will acquire knowledge about digital marketing and become Marketing technologies (MarTech) specialist.

After this course participant will:

- Understand how to build, maintain and manage customer experience teams; what is social media marketing and how to use it with high efficiency; how search engine marketing works and how to optimize search engines; customers 'personalities and how to identify their needs and build strong communication with them; how to develop and use strategic creativity.

- Gain skills in digital analytics and digital strategy creation, email and mobile marketing, social media marketing, work with search engines, different programs necessary for digitalization of marketing.

- Use all possible Excel functions for digital marketing, use CRM systems, web resources and applications.

- Will be able to identify customers' needs and tools that will satisfy the needs the most, use customer engagement by determining and building their loyalty; create retention and campaigns that would satisfy customers.

9. TIMELINE OF BLENDED LEARNING COURSE

It is recommended to organize trainings by using blended learning method: combining face-to-face trainings with online learning with online trainer consultations as well as self-evaluation tests, scenarios tasks, projects and case studies analysis.

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[1] https://publications.jrc.ec.europa.eu/repository/bitstream/JRC106281/web-digcomp2.1pdf_(online).pdf

[2] Vuorikari, R., Punie, Y., Carretero, S., & Brande, L. V. den. (2016). DigComp 2.0: The Digital Competence Framework for Citizens. Update Phase 1. Luxembourg: Publications Office, European Commission. Retrieved from http://dx.publications.europa.eu/10.2791/11517

Course content: breakdown of the topics	Contact work hours						Individual work hours and tasks	Outcome, Result	Additional Material and Further readings: Core information provided for basics version (EN) Additional information provided for localized versions (LT; LV; PT; RO)
	Lectures	Practice classes	All contact work	Online learning	Total	ECTS	Tasks: Self-evaluation tests (SE) Scenarios tasks (ST) Final evaluation test (FE)		
Basics of marketing: Marketing definition, concepts Marketing environment Consumer markets and consumer behavior, market analysis Segmentation and positioning in the market Products, service, brand Pricing policy Promotion and distribution of goods Marketing communication, complex internet marketing	2	0	2	10	12	**0,4**	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences**: Understanding of customer personals and their needs Strong communication **Application areas**: Basic marketing	**Readings**: 25 Basic Marketing Strategies for Beginners: https://smallbiztrends.com/2017/07/basic-marketing-strategies.html **Video**: Ph. Kotler: examples of exemplary marketing. https://youtu.be/sR-qL7QdVZQ
Introduction to market research: The place and role of marketing research in the system of enterprise management. Areas of marketing research. Marketing research system	0,5	0,5	1	2	3	**0,1**	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences**: Understanding of customer personals and their needs Strong communication customer loyalty, retention and satisfaction campaigns design and execution Customer Engagement	**Readings**: MRA Code of Marketing Research Standards: https://www.insightsassociation.org/issues-policies/mra-code-marketing-research-standards

| Research in consumer and business segments

Services research

Global and international marketing research

Marketing Research Ethics | | | | | | | | **Application areas:**

Basic marketing | Marketing Information System: Introduction, Importance, Components and Advantages:
https://www.economicsdiscussion.net/marketing-2/marketing-information-system-introduction-importance-components-and-advantages/31600

Video:

marketing research for beginners, understanding marketing research fundamentals:
https://youtu.be/apm0wH9HU0Y |
| **Customer loyalty, satisfaction and engagement:**

Customer satisfaction surveys - planning, management, analysis

Defining customer profiles and segments

Improvement and measurement of customer loyalty and satisfaction

Customer Value Propositions

Building the relationships with customer

Digital applications to maximize relationships with customers | 0,5 | 0,5 | 1 | 2 | 3 | **0,1** | Self-evaluation tests (SE)

Scenarios tasks (ST) | **Competences:**

Understanding of customer personals and their needs

Strong communication

customer loyalty, retention and satisfaction campaigns design and execution

Customer Engagement

Application areas:

Basic marketing | **Readings**:

4 steps to customer survey design – everything you need to know

https://getthematic.com/insights/customer-survey-design/

Video:

market segmentation definition, basics and best practices:
https://youtu.be/Hk7BmnlVgvM |

Topic							Assessment	Competences / Application areas / Skills	Resources
Strategic creativity: Creativity in practice Business visualization Strategy, Action & Resistance Ecosystem, Team & Simplicity Action-Driven Business Plan Startup Mechanics Identifying and accessing new markets to facilitate growth	0,5	0,5	1	2	3	**0,1**	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** strategic creativity **Application areas:** Basics of marketing	**Video:** Action-Driven Business Plan: https://www.youtube.com/watch?v=yuwyH2ra-no It's all About the Ecosystem: https://www.coursera.org/lecture/startup-entrepreneurship-innovation-career-lessons/its-all-about-the-ecosystem-video-1-Zk7k3
Customer Experience Management: Introduction: 4 Experience C Touch points Building the customer journey Measurement: Net promoter score Key driver analysis Apostle model Employee satisfaction Improvement: Customer relevancy model Peek-end rule Variable reinforcement Flow	1	1	2	1	3	**0,1**	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** Understanding of customer personals and their needs Strong communication customer loyalty, retention and satisfaction campaigns design and execution Customer Engagement Digital strategy Targeting and optimization **Skills:** Building and managing customer experience teams Social media marketing Digital analytics Email marketing **Application areas:**	**Readings:** 8 Ways to Optimize For Customer Experience: https://customerthink.com/8-ways-to-optimize-for-customer-experience/ A Practical Guide to Customer Experience Measurement: https://www.ameyo.com/blog/customer-experience-measurement-a-practical-guide-to-measuring-cx Net Promoter Score: https://www.medallia.com/net-promoter-score/ A Guide to Implementing Effective Education-Based Marketing: https://uhurunetwork.com/education-based-marketing/

Website, email, social media Internal sales: Internal sales and education								Basic marketing Digital marketing	
Digital marketing: Introduction to digital marketing and its evolution. Brand assessment and setting goals for promotion. Digital marketing strategy. Website promotion channels (organic search, contextual advertising, email marketing, social networks, affiliate / affiliate marketing). The principles and practice of organizing and structuring convertible offers. Creating a website content plan. Principles for writing compelling conversion texts. Tools for analyzing and selecting targeted keywords when writing content in order to occupy leading positions in search engines. Application Keyword Planner Tool. Payment models and principles for building effective contextual advertising campaigns. The principles and theory of planning and organizing an effective advertising campaign affiliate marketing (affiliate marketing).	4	2	6	18	24	**0,8**	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** Understanding of customer personals and their needs strong communication strategic creativity customer loyalty, retention and satisfaction campaigns design and execution Customer Engagement Digital strategy Targeting and optimization Usability/design **Skills:** Digital analytics Search Engine Marketing (SEM) Search Engine Optimization (SEO) **Application areas:** Digital marketing	**Readings**: What is Digital Marketing? https://en.wikipedia.o/wiki/Digital_markting **Video**: Digital Marketing for Beginners: 7 Strategies That Work: https://youtu.be/wZZnxXyES80 The 5 Best Website Builders In 2021: https://www.youtube.com/watch?v=M-QxlUVINHs https://skillshop.withgoogle.com/

Criteria for quality search engine optimization SEO sites. Search engine marketing SEM. Opportunities and practice of using commercial platforms for the rapid creation of sites (WIX, SHOPIFY and others). Connect, configure and work with statistics (Google Analytics, etc.) Website SEO audit tools (SERANKING, DMOZ, etc.). Connect and use the Google Search Console.									
Optimization of advertisement in Web: Definition of contextual advertising. Introducing Google Ads. The principles of Google Ads and display advertising. Create your first Google Ads advertising account. Google Ads Interactive. The structure of the advertising account of Google Ads (Campaigns - Groups - Ads and key searches) Features and characteristics of creating effective text ads. Creation and configuration of the first advertising campaigns (including display network, location, languages, daily budget, display time and period, type of bidding).	3	2	5	16	21	0,7	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** Understanding of customer personals and their needs strong communication strategic creativity customer loyalty, retention and satisfaction campaigns design and execution Customer Engagement Digital strategy Targeting and optimization Usability/design **Skills:** Digital analytics Search Engine Marketing (SEM) Search Engine Optimization (SEO) **Application areas:**	**Readings:** Larger advertising platforms: https://www.forbes.com/sites/jeanbaptiste/2018/09/20/amazon-is-now-the-3-digital-ad-platform-in-the-u-s-behind-google-and-facebook-says-emarketer/ Google Ads – Create Account: https://ads.google.com Google Ads Help: https://support.google.com/google-ads/answer/14086?hl=en Optimize your ads and landing pages: https://support.google.com/g

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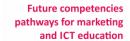| Planning and creating the structure of advertisement groups. Ad groups and setting up ad extensions.							Digital marketing	oogle-ads/answer/6238826?hl=en
Keyword research basics. Use the Keyword Planner Tool to analyze and list key queries for future ad campaigns.								Dynamic Search Ads: https://support.google.com/google-ads/answer/7166527?hl=en
Match types and purpose of key queries (broad, phrase, exact). Quality Score and Ad Rank as a quality indicator of bid value optimization.								Target Dynamic Search Ads: https://support.google.com/google-ads/answer/7166527?hl=en
Negative keywords in Google Ads. Using ready-made lists of negative keywords and assigning them to certain levels of your Google Ads advertising account. Analysis of conversion statistics for key queries, analysis of effectiveness and replenishment of the list of negative keywords.								Choose your bid and budget: https://support.google.com/google-ads/answer/2375454?hl=en
Create and configure remarketing campaigns, Display Network, Gmail Ads.								Finding success with Smart Bidding: https://support.google.com/google-ads/answer/6167148?hl=en
Using the site's navigation, structure to structure Google's advertising campaigns.								Ads Policies: https://support.google.com/adspolicy/answer/6008942?hl=en
Conversion Tracking Basics								
The value and principles of calculating the coefficients for evaluating the effectiveness of advertising campaigns: ROI, ROAS.								Keyword Planner: https://support.google.com/google-ads/answer/7337243?hl=en
The principle of calculating the maximum allowable cost-per-click,								

based on the coefficient (%) and conversion value.										How to be successful with google ads: https://support.google.com/google-ads/answer/6080949?hl=en
CRM analytics: CRM for project management CRM for task setting CRM as a means of communication CRM for organizing a contact center CRM for marketing (including mail, sms-mailings, social networks, instant messengers) Cross-cutting analytics and business intelligence Center for sales and online trading	1	1	2	4	6	0,2	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** Understanding of customer personals and their needs strong communication customer loyalty, retention and satisfaction campaigns design and execution Customer Engagement Business intelligence **Skills:** CRM Building and managing customer experience teams Social media marketing Digital analytics Mobile Marketing Email marketing **Application areas:** Basic marketing	**Readings**: What Is a CRM System and How Can It Improve Contact Centre Performance? https://www.callcentrehelper.com/what-is-crm-contact-centre-performance-88296.htm What is business intelligence? Transforming data into business insights: https://www.cio.com/article/2439504/business-intelligence-definition-and-solutions.html **Video**: Introduction to CRM - Customer Relationship Management Systems | Class: https://youtu.be/SEIp-Gfgf1g Top 10 CRM Systems | Best CRM Software | Independent CRM Software Ranking: https://youtu.be/KQ5tLX87KmA
Digital analytics:	1	2	3	9	12	0,4	Self-evaluation tests (SE)	**Competences:**	**Readings:**

						Scenarios tasks (ST)	Understanding of customer personal customer loyalty, retention and satisfaction campaigns design and execution	Digital Marketing Analytics in Practise: https://www.coursera.org/learn/digital-analytics

Introduction to Analytics

• What is the value of digital analytics?

• How Analytics works

• Tuning Analytics systems

• How to customize views using filters

Key Reports

• Work with overview reports

• Work with full reports

• Audience reports

• Traffic Source Reports

• Behavioral reports

Campaign and Conversion Tracking Basics

• How to analyze special campaign statistics

• Track campaigns using the URL builder

• Track your business goals

• How to analyze the effectiveness of advertising campaigns

Data collection and processing

Data Collection Setup

Advanced Analysis Methods and Tools

Marketing Tools for Advanced Users

Understanding of customer personal customer loyalty, retention and satisfaction campaigns design and execution

Customer Engagement

Digital strategy s and their needs

Targeting and optimization

Usability/design

Skills:

Digital analytics

Search Engine Marketing (SEM)

Search Engine Optimization (SEO)

Application areas:

Digital marketing

Digital Marketing Analytics in Practise:
https://www.coursera.org/learn/digital-analytics

Marketing Analytics Foundation:
https://www.coursera.org/learn/marketing-analytics-foundation

Digital acceleration
for business resilience:
https://www.hcltech.com/digital-analytics-services

Learning Python for Data Analysis and Visualization:
https://www.udemy.com/course/learning-python-for-data-analysis-and-visualization/?ranMID=39197&ranEAID=vedj0cWlu2Y&ranSiteID=vedj0cWlu2Y-wH4m4ET2gK3BMuSx3ats.w&LSNPUBID=vedj0cWlu2Y&utm_source=aff-campaign&utm_medium=udemyads

An introduction to Conversion Tracking and UTM parameters:
https://eupox.com/index-927.html

Video:

								Competences:	What are digital analytics? https://www.youtube.com/watch?v=HWS_yo2Ldz0&t=10s
Social media: Definition of Social media Strategy of Social media: vision, goals, channels, Getting started with social media: Facebook, YouTube, Twitter, and Instagram. Overall Social media audit. Content marketing: types, planning, moderating, post writing, privacy and security, analytics Social media automation	0,5	1,5	2	4	6	0,2	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** Understanding of customer personals and their needs strong communication strategic creativity customer loyalty, retention and satisfaction campaigns design and execution Customer Engagement Digital strategy Targeting and optimization **Skills:** Building and managing customer experience teams Social media marketing Digital analytics **Application areas:** Digital marketing	**Readings:** Facebook Business Suite: https://business.facebook.com Instagram Business Profile: https://business.instagram.com/advertising Advertising on Twitter: https://ads.twitter.com/login?ref=BTC History of Social Media, definition: https://en.wikipedia.org/wiki/Social_media Social Media strategies https://buffer.com/social-media-marketing Social Media statistics, surveys etc. https://www.socialmediatoday.com Social media marketing books surveys: https://blog.hootsuite.com/books-social-media-manager-read/

										https://www.brafton.com/blog/social-media/10-social-media-marketing-books-to-add-to-your-reading-list/
Mobile marketing: How apps help grow your business How to set a campaign goal for apps How to track app campaign conversions How to set up an app campaign Add ad groups and objects to app campaigns Marketer Role in App Campaigns How to set the right direction for automation How to work with objects in app campaigns How to analyze the results How to optimize the application in order to increase usability and its availability How to retain people and engage in using the application How to bring the application to new markets	0,5	1,5	2	4	6	**0,2**	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** Understanding of customer personals and their needs strong communication strategic creativity customer loyalty, retention and satisfaction campaigns design and execution Customer Engagement Digital strategy Targeting and optimization Usability/design **Skills:** Digital analytics Mobile Marketing **Application areas:** Digital marketing	**Readings:** 14 Mobile Marketing Tips That Drive Leads and Sales: https://neilpatel.com/blog/14-mobile-marketing-tips-to-drive-leads-and-sales/
Email marketing: What is Email marketing? Advantages of Email marketing	0,5	3,5	4	0,5	4,5	**0,15**	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** Understanding of customer personals and their needs	**Readings:** Email Marketing:

								Competences / Skills	Readings
Email Marketing Audience Email Marketing Automation Email Marketing Best Practices Main Steps of Email Marketing Practical tasks using ESP - *Mailchimp*								strong communication strategic creativity customer loyalty, retention and satisfaction campaigns design and execution Customer Engagement Digital strategy Targeting and optimization Usability/design **Skills:** Digital analytics Building and managing customer experience teams **Application areas:** Digital marketing	https://mailchimp.com/marketing-glossary/email-marketing/ What is Email Marketing & Why Does My Business Need It? https://www.lyfemarketing.com/blog/what-is-email-marketing/ A Beginner's Guide to Successful Email Marketing: https://neilpatel.com/blog/beginners-guide-email-marketing/ 21 Best Email Marketing Software, Services & Platforms (2021): https://www.adamenfroy.com/best-email-marketing-services
Video marketing: Video marketing formats Video marketing production tools Pre-production Making a video Editing a video Video hosting Video promotion (PR, Blogs, Social networks, Google search) and seeding	0,5	0,5	1	2	3	0,1	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** Understanding of customer personals and their needs strong communication strategic creativity retention and satisfaction campaigns design and execution Customer Engagement Digital strategy	**Readings**: 21 Video Marketing Tools Every Marketer Should Know in 2020 (Updated May 2020): https://shanebarker.com/blog/video-marketing-tools/ How to Make a Video: a Step-by-Step Guide, Hub Spot: https://blog.hubspot.com/marketing/make-a-marketing-video

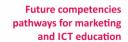|									
Optimization of YouTube videos								Targeting and optimization Usability/design **Skills:** Social media marketing Digital analytics Mobile Marketing Search Engine Marketing (SEM) Search Engine Optimization (SEO) Video marketing **Application areas:** Digital marketing	Create A YouTube Traffic Jam With These 4 Simple Optimization Tips: https://neilpatel.com/blog/youtube-channel-optimization/
WEM (Web experience management): Website content: how to create, modify, manage Layout of a webpage Content of a webpage Work with multimedia Content validation Use of workflows Content publishing Webpage preview Use of rule-based personalization to increase content relevance	0,5	1,5	2	2,5	4,5	0,15	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** strong communication strategic creativity Web Usability/design experience management **Skills:** Search Engine Marketing (SEM) Search Engine Optimization (SEO) Video marketing **Application areas:** Digital marketing	**Readings**: 19+ Website Layouts Users Won't Forget : https://colibriwp.com/blog/website-layout-design-ideas/ The ultimate guide to creating a web design workflow: https://www.teamwork.com/blog/web-design-workflow/ The 11 Golden Rules of Writing Content for Your Website: https://www.jimdo.com/blog/11-golden-rules-of-writing-website-content/ Easy Social Media Graphic Design Tips + Tools:

									https://youtu.be/UGqHqwdy1io Your 16-Point Content Publishing Checklist: https://www.convinceandconvert.com/content-marketing/publishing-checklist/
Decision making and business intelligence: Computerized support of decision making Decision-making styles, the four stages of Simon's decision-making process, and common strategies and approaches of decision makers. Decision Support Systems (DSS) Business intelligence (BI) architecture, relation to DSS BI platforms Business reports, components, structure, types OLAP (online analytical processing) Data visualization and dashboard design Business performance management systems	1	1	2	4	6	0,2	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:** Understanding of customer personals and their needs strong communication strategic creativity customer loyalty, retention and satisfaction campaigns design and execution Customer Engagement Digital strategy Business intelligence Usability/design **Skills:** Digital analytics **Application areas:** Digital marketing	**Readings**: What is business intelligence? Transforming data into business insights: https://www.cio.com/article/2439504/business-intelligence-definition-and-solutions.html Components of a Business Intelligence software solution: https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.972.8785&rep=rep1&type=pdf Dashboard Design Best Practices – 4 Key Principles: https://www.sisense.com/blog/4-design-principles-creating-better-dashboards/
Design thinking: The importance of usability testing	1,5	0,5	2	1	3	0,05	Self-evaluation tests (SE) Scenarios tasks (ST)	**Competences:**	**Readings**:

Usability test planning structure Tasks generation for business and participants Testers recruitment Usability test design The purpose of pitching Design rationale Test result analysis								Understanding of customer personals and their needs strong communication strategic creativity customer loyalty, retention and satisfaction campaigns design and execution Customer Engagement Digital strategy Web experience management Business intelligence Targeting and optimization Usability/design **Skills:** Building and managing customer experience teams Social media marketing Search Engine Marketing (SEM) Search Engine Optimization (SEO) **Application areas:** Digital marketing	What Is Design Thinking? A Comprehensive Beginner's Guide: https://careerfoundry.com/en/blog/ux-design/what-is-design-thinking-everything-you-need-to-know-to-get-started Usability test plan dashboard: https://www.userfocus.co.uk/images/usabilitydashboard-l.png How to Conduct Usability Testing: A Step-By-Step Guide: https://careerfoundry.com/en/blog/ux-design/how-to-conduct-usability-testing-a-step-by-step-guide A beginner's guide to user & usability testing: https://www.hotjar.com/usability-testing Report Template: Usability Test: https://www.usability.gov/sites/default/files/report-template-usability-test_0.docx
Excel: Excel basics	0	2	2	1	3	**0,05**	Scenarios tasks (ST) Excel	**Skills:** Excel	**Readings:** Insert subtotals in a list of data in a worksheet:

Excel formulas								Application areas:	https://support.microsoft.com/en-us/office/insert-subtotals-in-a-list-of-data-in-a-worksheet-7881d256-b4fa-4f81-b71e-b0a3d4a52b3a
Data analysis								Basic marketing	
Charts									SUBTOTAL function: https://support.microsoft.com/en-us/office/subtotal-function-7b027003-f060-4ade-9040-e478765b9939
Pivot									
									Comprehensive Tutorial for Excel Conditional Formatting: https://www.smartsheet.com/how-to-apply-conditional-formatting-excel
									SUMIFS function: https://support.microsoft.com/en-us/office/sumifs-function-c9e748f5-7ea7-455d-9406-611cebce642b
									Create a PivotTable to analyze worksheet data: https://support.microsoft.com/en-us/office/create-a-pivottable-to-analyze-worksheet-data-a9a84538-bfe9-40a9-a8e9-f99134456576
									Video:
									MS Excel – Subtotal: https://youtu.be/-F21Z_aBFTs

								Get the Sum of Filtered Data in Excel (Using SUBTOTAL Formula): https://youtu.be/_Jxm6WINkfQ Excel: Conditional Formatting: https://youtu.be/zfQ8uOBolj8 Excel SUMIFS (better version of SUMIF), COUNTIFS & AVERAGEIFS (Multiple Criteria): https://youtu.be/AZuBNWMh7VM Excel's Find and Replace (surprising features): https://youtu.be/3naynygx_dU
Subtotal	18,5	21,5	40	83	123	4		
Local topics regarding research results in partner country						1	Self-evaluation tests (SE) Scenarios tasks (ST)	
Total	*	*	*	*	150	5	Final evaluation test (FE)	

*- Total number of hours differs due different localizations (exact hours are inserted in each local syllabus – A2 report).

10 SUMMARY

After successful finishing of this Course students would have to understand basic principles of marketing in digital domain, technical aspects of search engines and social media and non-technical aspects of digital marketing such as media planning, email marketing, etc.

It is recommended that the participants spend up to 4 hours a week in order to get familiar with reading materials and complete self-evaluation tests.