

COURSE DESCRIPTION

University: University of Presov	
Faculty/university workplace: Faculty of Management and Business	
Code: 7MMO/FUDM-ER/24	Course title: Fundamentals of Digital Marketing
Type, scope and method of educational activity: 1 seminar per week	
Number of credits: 6	
Recommended semester: WS/SS	
Study grade: 1.	
Prerequisites: 7MMO/FUDM-ER/22	
<p>Conditions for passing the course: During the semester, there will be one written examination for 30 points. The exam will consist of 70 points. To obtain credits, the student is required to obtain at least 51 points.</p> <p>Continuous evaluation: 30 points</p> <p>Final evaluation: 100 points</p>	
<p>Learning outcomes: By completing the course the student acquires knowledge but also practical skills in the field of digital skills, digital marketing, digital marketing tools and digital strategy.</p>	
<p>Course content:</p> <ol style="list-style-type: none"> 1. Introduction 2. Digital Skills 3. Digital Marketing 4. Digital Marketing Tools 5. Digital Marketing Strategy 6. Content Marketing 7. Content Marketing Strategy 8. Social Media 9. Social Media Strategy 10. Copywriting 11. Blog 12. Online PR Campaign 13. Written examination 	
<p>Recommended literature:</p> <p>DUNNE, T., 2021. Digital Marketing Fundamentals. Kondle Edition. ISBN 9798411724820</p> <p>HOPKINS, C. C., 2020. Scientific Advertising. Bibliotech. ISBN 1636370039.</p>	

YOUNG, M., 2017. Ogilvy on Advertising in Digital Age. Honchurch: Goodman Books. ISBN 9781847960870.

VISSER, M., SIKKENG, B. and M. BERRY, 2021. Digital Marketing Fundamentals. 2nd ed. New York: Routledge. ISBN 9789001749842.

Language which is necessary to complete the course: English language

Notes:

Course evaluation

Total number of students evaluated: 1

A	B	C	D	E	FX
a	b	c	d	e	f

100 – 91 points A, 90 – 81 points B, 80 – 71 points C, 70 – 61 points D, 60 – 51 points E, 50 and less FX.

Lecturers: PhDr. Jakub Horváth, PhD., MBA, MSc.

Date of last change: 29.4.2024

Approved by: prof. PhDr. Radovan Bačík, PhD., MBA, LL.M.