



## RTU Course "Marketing and Digital Transformation"

22000 Faculty of Engineering Economics and Management

### General data

Code	IVZ861
Course title	Marketing and Digital Transformation
Course status in the programme	Compulsory/Courses of Limited Choice
Responsible instructor	Deniss Šceulovs
Academic staff	Ieva Andersone
Volume of the course: parts and credits points	1 part, 4.0 Credit Points, 6.0 ECTS credits
Language of instruction	LV, EN
Annotation	The study course provides an in-depth understanding of the impact of digital transformation on the effective development of business environment, marketing and organizational communication.
Goals and objectives of the course in terms of competences and skills	<p>The aim of the study course is to systematize and deepen the students' knowledge of the impact of marketing and digital transformation on the operation of the organization, to promote the application of acquired knowledge, skills and methodological abilities in the development of the organization.</p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• To develop students' understanding of business digitization processes;</li> <li>• To develop students' ability to analyze modern marketing opportunities, communication ecosystems and determine their practical use;</li> <li>• To develop students' ability to generate, group, select, evaluate and use different approaches to marketing and digitization;</li> <li>• To develop theoretical and practical knowledge of structured marketing planning, segmentation of target audience, methods of communication and marketing technology management and their application possibilities;</li> <li>• To promote the development of applied skills, including the ability to present individual ideas in a reasoned manner, collaborate in a team.</li> </ul>
Structure and tasks of independent studies	Independent work includes the development of an individual strategic marketing plan and solving case studies in practical classes.

Recommended literature	<p>Kotler, Philip., Marketing management / Philip Kotler, Kevin Lane Keller, Mairead Brady, Malcolm Goodman, Torben Hansen., xxxiv, 942 lpp. : ilustrācijas ; 29 cm</p> <p>Digital Transformation with Business Process Management : BPM transformation and real-world execution /published in association with the Workflow Management Coalition (WFMC) ; foreword by Nathaniel Palmer., iv, 183 lpp. : ilustrācijas ; 26 cm.</p> <p>Chaffey, Dave., Digital marketing excellence : planning and optimizing your online marketing /Dave Chaffey and P.R. Smith. Abingdon, Oxon ; New York : Routledge, 2017., xxvii, 660 lpp. : ilustrācijas.</p> <p>Visser, Marjolein. Digital marketing fundamentals : from strategy to ROI /Marjolein Visser, Berend Sikkenga, Mike Berry., 640 lpp. : ilustrācijas ; 25 cm</p> <p>Sheridan, Marcus. They ask, you answer : a revolutionary approach to inbound sales, content marketing, and today's digital consumer /Marcus Sheridan ; foreword by Krista Kotrila., xii, 226 lpp.</p> <p>Dibb, Sally., Marketing : concepts and strategies /Sally Dibb, Lyndon Simkin, William M. Pride, O.C. Ferrel., xvi, 796 lpp. : ilustrācijas, tabulas ; 26 cm</p> <p>Malhotra, Naresh K.. Marketing research : an applied approach /Naresh K. Malhotra, Daniel Nunan, David F. Birks., xvi, 957 lpp. : ilustrācijas ; 27 cm</p> <p>Chernev, Alexander. Strategic marketing management / Alexander Chernev, Kellogg School of Management, Northwestern University ; foreword by Philip Kotler., viii, 287 lpp. : ilustrācijas ; 24 cm</p>
Course prerequisites	According to the study programme

### Course contents

Content	Full- and part-time intramural studies		Part time extramural studies	
	Contact Hours	Indep. work	Contact Hours	Indep. work
Introduction, concepts.	4	4	2	8
Digital transformation, its impact on business models.	8	12	5	18
Digital marketing. Types of digital media, roles and opportunities for marketing technologies.	12	18	6	24
Digital business intelligence and big data analysis techniques.	8	10	4	14
Target market and positioning. Brand value, brand archetypes and their role in product, service development and communication.	10	18	5	22
Types and roles of communication channels. Determination and evaluation of efficiency criteria for communication channels.	10	16	5	20
Modern Strategic Marketing; integrated marketing and communication. Modern Market Analysis Methods in Digital Environment.	12	18	5	22
<b>Total:</b>	<b>64</b>	<b>96</b>	<b>32</b>	<b>128</b>

### Learning outcomes and assessment

Learning outcomes	Assessment methods
Able to evaluate the impact of digital transformation on business models.	Case studies. Individual or group work
Able to identify and analyze different digital marketing approaches and plan digital media for specific business types and models.	Practical workshops. Individual or group works.
Understand and know how to use digital business intelligence and big data analysis techniques.	Practical workshops. Individual or group works
Able to identify and interpret indicators to measure digital marketing efficiency. Able to identify applicable tools for identifying and analyzing target markets, practical and applicable knowledge of different communication tools for building relationships with them.	Practical work in the lesson. Test with theoretical and practical tasks. To pass the test successfully, at least 70% of the questions must be answered correctly.
Understands strategic marketing, integrated marketing and communication processes and is able to put them into practice.	Individual or group works. Presentation of the obtained results in the class.

Able to present the works, explain them.	Individual or group works. Presentation of the obtained results in the class.
--	---

***Evaluation criteria of study results***

Criterion	%
Individual assignments	30
Presentations and participation in discussions	20
Case studies	20
Final work - test, practical assignment	30
Total:	100

***Study subject structure***

Part	CP	Hours			Tests		
		Lectures	Practical	Lab.	Test	Exam	Work
1.	4.0	2.0	2.0	0.0		*	