



RTU Course "Marketing and Digital Transformation"

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General data

Code	IVZ861
Course title	Marketing and Digital Transformation
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Post-graduate Studies
Course type	Academic
Field of study	Business Management and Administration
Responsible instructor	Deniss Ščeuļovs
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"> • To develop students' understanding of business digitization processes; • To develop students' ability to analyze modern marketing opportunities, communication ecosystems and determine their practical use; • To develop students' ability to generate, group, select, evaluate and use different approaches to marketing and digitization; • 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; • To promote the development of applied skills, including the ability to present individual ideas in a reasoned manner, collaborate in a team.
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	
Course prerequisites	According to the study programme

Course outline

Theme	Hours
Introduction, concepts.	4
Digital transformation, its impact on business models.	8
Digital marketing. Types of digital media, roles and opportunities for marketing technologies.	12
Digital business intelligence and big data analysis techniques.	8
Target market and positioning. Brand value, brand archetypes and their role in product, service development and communication.	10
Types and roles of communication channels. Determination and evaluation of efficiency criteria for communication channels.	10
Modern Strategic Marketing; integrated marketing and communication. Modern Market Analysis Methods in Digital Environment.	12

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.

Study subject structure

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