



SYLLABUS OF THE COURSE

DIGITAL MARKETING

(ECTS 5)

The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalized business world undergoing constant technological and market transformations

Misija ZŠEM-a je prenijeti vrijednosti, znanja i vještine potrebne studentima za dugoročan uspjeh u globaliziranom poslovnom svijetu izloženom stalnim tehnološkim i tržišnim promjenama.

FACULTY

Academic year:	2025/26
Lecturer:	Renato Ostojic, MBA
Contact:	nikol.njavro@zsem.hr
Office:	Marketing and Tourism Department
Consultations:	Date and time to be determined upon student request

SCHEDULE

Lectures (in-class)	10 lectures × 4 hours
Total	40 hours

COURSE DESCRIPTION

This course provides an overview of digital marketing strategies and tactics, including SEO, PPC, social media, content marketing, email marketing, and more. Students will learn how to create and implement effective digital marketing campaigns, as well as how to measure and analyze their results. The course also covers the role of digital marketing in the broader marketing mix, including customer segmentation, customer journey mapping, and the integration of digital marketing with traditional marketing channels.

COURSE GOALS AND LEARNING OUTCOMES

No.	General goals of the course <u>Our students will:</u>	Learning outcomes <u>After the course Digital Marketing, students will be able to:</u>
1.	ZSEM students will acquire knowledge about the basics of digital marketing and its role in the overall marketing mix	Through studying basic and additional literature, as well as exercises and case studies students will be able to judge the fixed income instruments.
2.	ZSEM students will develop skills in critical and analytical thinking	Students will develop analytical approach in digital marketing and social media. Students will explore real-world examples of successful digital marketing campaigns and identify best practices and key takeaways from these case studies. Students will learn how to measure and analyze the performance of digital marketing.
3.	ZSEM students will have the capacity for adaptation which is necessary for doing business in the global environment.	Students will be able to create and implement effective digital marketing campaigns. Also, students will have the ability to adapt to market conditions and identify the key channels and tactics used in digital marketing.
4.	ZSEM students will be effective communicators and possess presentation and communication skills (written and oral).	Students will learn to develop, evaluate, write, and execute a comprehensive digital marketing strategy and plan.

COURSE TOPICS

I. Introduction to Digital Marketing

- Defining digital marketing and its importance in today's business environment
- Understanding the role of digital marketing in the broader marketing mix

II. Developing a Digital Marketing Strategy

- Identifying target audiences and creating buyer personas
- Developing a digital marketing plan and setting goals and objectives
- Understanding the different channels and tactics available for digital marketing

III. Search Engine Optimization (SEO)

- Understanding how search engines work and the importance of SEO in digital marketing
- Identifying and using relevant keywords to improve search engine rankings
- Developing a link-building strategy to improve SEO

IV. Pay-Per-Click (PPC) Advertising

- Understanding the basics of PPC advertising and how it works
- Identifying the different types of PPC advertising available
- Creating and managing a PPC advertising campaign

V. Social Media Marketing

- Understanding the role of social media in digital marketing
- Identifying the different social media platforms and their unique characteristics

- Developing a social media marketing strategy and plan

VI. Email Marketing

- Understanding the basics of email marketing and its importance in digital marketing
- Developing an email marketing plan and strategy
- Creating effective email marketing campaigns

VII. Content Marketing

- Understanding the role of content in digital marketing
- Identifying the different types of content and their uses in digital marketing
- Developing a content marketing strategy and plan

VIII. Analytics and Metrics

- Understanding the importance of tracking and measuring digital marketing efforts
- Identifying the different metrics and tools available for tracking and measuring digital marketing success
- Using analytics and metrics to improve and optimize digital marketing campaigns

IX. Emerging Trends and Technologies in Digital Marketing

- Identifying and understanding emerging trends and technologies in digital marketing
- Exploring the potential impact of these trends and technologies on the future of digital marketing

X. Case Studies and Best Practices

- Exploring real-world examples of successful digital marketing campaigns
- Identifying best practices and key takeaways from these case studies.

Final Project

- Students will work in teams to develop and implement a digital marketing campaign for a real-world business. Students will present their campaigns and results in a final project presentation.

TEACHING METHODS AND STUDENT WORKLOAD

Lectures (in-class)	40 hours
Case studies	30 hours
Final project	30 hours
Individual work	15 hours
Final presentations preparation	20 hours
Total	135 hours (5 ECTS x 27 hours)

Lectures (in-class)	1,48
Case studies	1,11
Final project	1,11
Individual work	0,55
Final presentations preparation	0,74
Total	5 ECTS

GRADING SYSTEM

Grade elements:

Case Studies	20%
Quizzes	10%
Written project	40%
Project presentation	20%
Class participation	10%

Total: 100 points

Grading scale:

- | | |
|------------------|------------|
| • excellent (5) | 90% - 100% |
| • very good (4) | 80% - 89% |
| • good (3) | 70% - 79% |
| • sufficient (2) | 60% - 69% |

<i>CASE STUDIES</i>	In this course, a case study assignment will be used to help students understand how to apply the principles and techniques of digital marketing in a real-world business scenario. This type of assignment typically involves studying a company or organization and its digital marketing efforts, and then analyzing the effectiveness of those efforts and making recommendations for improvement. The goal of a case study assignment in digital marketing is to help students develop the analytical and problem-solving skills that are necessary for success in the field.	Reading materials will be available on Moodle and case studies will be discussed in class.
<i>FINAL PROJECT</i>	The final project for a digital marketing course should include a comprehensive digital marketing campaign that has been developed and implemented for a real-world business. This campaign should be the result of collaborative work by the students in a team setting. In order to effectively present their campaign and its results, the final project should include several key elements: An overview of the business and its goals: This should include a description of the business, its products or services, and its target audience. A description of the digital marketing campaign: This should include the specific tactics and strategies used, such as email marketing, social media advertising, and content marketing. An analysis of the campaign's results: This should include metrics such as website traffic, conversion rates, and engagement metrics. A summary of the key learnings and recommendations: This should include insights gained from the	Final date and business you will do the digital marketing strategy for will be defined on the Moodle platform.

	campaign and suggestions for future improvements. The final project presentation should clearly and concisely convey all of this information, along with any relevant visual aids or supporting materials. It should be organized in a logical and easy-to-follow manner, and should be tailored to the specific audience who will be viewing it.	
CLASS PARTICIPATION	Students are expected to participate actively in class and therefore not only student presence will be recorded, but their class activity as well as helping others in class, ie, individual work on project, participation in class discussions.	Individual student participation will be monitored and students will be assessed with 10% of grade. At the end of the course, a percentage will be added to other course elements. Unacceptable student behavior (surfing the web during lectures, disruption of teaching, delay ...) will be penalized with negative points.
QUIZZES	Quizzes will be used in a course to evaluate a student's understanding of the material covered. Quizzes may be designed to test a student's knowledge of specific topics or concepts, or they may be more general in nature, covering a broad range of material from the course.	Some quizzes may be administered in a classroom setting, while others may be given online. The specific format and content of a grade element quiz will be published on Moodle.

STUDENTS OBLIGATIONS DURING THE SEMESTER

- **Frequently read announcements on Loomen and webmail.** Students are required to use Loomen regularly, read e-mails and announcements, calendar and respect given deadlines concerning assignments and exam registration.
- **Class attendance is mandatory.** Regular attendance is a prerequisite for successful passing of the course and is an obligation of all students according to the rules book of ZŠEM. Students should attend classes prepared and ready to be occasionally asked to answer questions related to the topic of the course. All students are required to listen and participate in lectures actively.
- Unacceptable student behaviour (class disturbance, being late to lectures, using the mobile phone...) will be punished with negative points for participation in class, and students will be asked to leave the lecture. If the student continues to disturb the class even after being asked not to, he will be sent to Disciplinary court.
- All written assignments, lectures and communication should be in line with academic, professional standards.
- Students are required to fill in class evaluations at the end of the course.
- Students are strictly forbidden to copy or cheat during examinations. **USAGE OF UNALLOWED MATERIALS OR COPYING FROM OTHER STUDENTS IS PUNISHED BY FAILING THE EXAM AND SUBMITTING THE STUDENT TO A DISCIPLINARY PROCEDURE.**

RULES OF EXAM REGISTRATION ENTRY AND CANCELLATION AND GRADE EXAMINATION

- **_REGISTRATION:** at least three working days before the date of exam through on-line application [Studomat](#)
- **_CANCELLATION:** at least one working day before the date of exam through on-line application [Studomat](#), otherwise students will be selected as missing the exam (**NOTE:** The exam registration in front of the Teaching Committee cannot be canceled.)
- **_In the examination,** students are required to bring their student index

- **_GRADES:** students are required to arrive at the published date of grades entry after the exam, because, within eight days of the examination, entry forms and reports must be submitted in the Administration Office.
- **_If the student refuses to sign in a grade achieved on the exam he/she is obliged after results to contact the course lecturer. Grade can be refused only once.**

LITERATURE

- Kotler P., Armstrong G., Harris Lloyd C., Gratton H., D. *Principles of Marketing, 8th European edition*, Pearsons Education, Inc., Boston, 2019
 - Kartajaya, H., Kotler, P., & Setiawan, I. (2016). *Marketing 4.0: Moving from Traditional to Digital* (1st ed.). Wiley.
 - Gratton, S.J., Gratton, D. *Zero to 100,000: Social Media Tips and Tricks for Small Businesses*, Pearsons Education, Inc., Boston, 2012.

IMPORTANT

Moodle is basic part of education on ZSEM. Using Moodle is obligatory for all students and professors. All students are obligated to regularly check all announcements on Moodle (Calendar, Forum, Moodle mail etc.)