

**Course TITLE:** Digital Marketing&Social media

**Instructor:** GINTARĖ GULEVIČIŪTĖ

**Title/Position :** Lecturer

**Institution :** Mykolas Romeris University



**Course Overview:**

The course will highlight the differences of digital marketing functions, tools and social media channels in Europe, USA and Asia. Further attention is given to perceive e-marketing as part of e-business, which reveals marketing operating principles, characteristics and methods, implementation of e-marketing strategies according cultural differences of countries.

This course involves creation, analysis, evaluation, and implementation of marketing strategies using Google Adwords as one of the most popular digital marketing tool in Europe and USA. Contents are designed in order to understand the development of electronic and internet based performance management solutions, their importance, problems, global trends and opportunities faced by various organizations and ways of solutions.

Students will get practical knowledge, how to use digital marketing tools (Google Adwords), improve social media skills and get information about Google Adwords certificates, which are recognizable worldwide and can help to become a digital marketing professional.

**Grading:**

Attendance 10%; Assignments 30%; Presentation 20%; Exam 40%