1.	**Course title**	Digital Marketing
2.	**Course code**	ИТ-И-08
3.	**Semester**	10
4.	**Unit offering the course**	Faculty of Computer Science and Engineering
5.	**ECTS**	6
6.	**Goals of the study programme**	
	Upon completion of the course, the student is expected to understand the basic concepts of marketing. Understand and use e-marketing technologies. Understand Internet users' behavior when making purchasing decisions and apply this knowledge to create successful e-business solutions.	
7.	**Contents of the study programme**	
	Introduction to digital marketing. Market research. Crowdsourcing. Digital Marketing Technologies. Email Marketing. Online advertising. Search Engine Based Marketing Search Engine Optimization. Pay per click advertising. Social media channels. Social media strategy. Managing your online reputation. Mobile Marketing. Location-assisted advertising. Semantic Web Marketing. User management. Web analytics	