



COURSE DESCRIPTION
Digital Marketing
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Bachelor
1.6. Degree programme / Qualification	Business Administration in Hospitality Services / Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Digital Marketing	Discipline code	ILE0096
2.2. Course coordinator	Asist. Univ. Dr. Anghel Tudorel COZMA		
2.3. Seminar coordinator	Asist. Univ. Dr. Anghel Tudorel COZMA		
2.4. Year of study	III	2.5. Semester	II
2.6. Type of assessment	Viva voce		
2.7. Course status	Optional	2.8. Course type	Domain course (DD)

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	36	of which: 3.5. course	24	3.6. seminar/ laboratory	12
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					10
Additional research in the library, on subject-specific electronic platforms, and on-site					10
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					8
Tutoring (professional guidance)					2
Examinations					2
Other activities					7
3.7. Total hours of individual study (IS) and self-taught activities (ST)				39	
3.8. Total hours per semester				75	
3.9. Number of credits				3	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Classroom equipped with projector and computer
5.2. seminar/laboratory-related	Classroom equipped with projector and computer

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC2	Research of the business environment to underpin business decisions.
PC3	Negotiation of contractual clauses and management of relationships with clients and suppliers.
Transversal competencies	
Competency code	Competency
TC1	Application of the principles, norms and values of professional ethics within one's own rigorous, efficient and responsible work strategy.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC2	The graduate has knowledge of the components of the micro- and macro-environment of marketing.	The graduate demonstrates the ability to identify and analyze elements of the marketing micro- and macro-environment.
PC3	The graduate has knowledge of the components of the micro- and macro-environment of marketing.	The graduate demonstrates the ability to identify and analyze elements of the marketing micro- and macro-environment.
TC1	The graduate knows the principles, norms and values of professional ethics applicable in digital marketing activities.	The graduate responsibly applies digital marketing tools and techniques, in compliance with ethical and professional integrity norms.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student identifies and explains the fundamental concepts of digital marketing and the digital ecosystem.
2. The student describes the components of a digital marketing strategy and the tools of digital communication channels.
3. The student recognizes methods for analyzing the online marketplace (micro- and macro-environment).
4. The student understands the process of planning, implementing and evaluating digital marketing campaigns.
Specific academic skills
1. The student applies digital marketing tools to analyze and improve the online presence of an organization.
2. The student develops digital marketing strategies adapted to the specific characteristics of the organization.
3. The student evaluates the performance of digital communication channels using relevant indicators.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Discipline overview and introduction to digital marketing	Oral presentation, multimedia, exemplification	2 lectures
Online marketplace analysis: digital micro-environment and macro-environment	Oral presentation, multimedia, exemplification	2 lectures
Strategy in digital marketing and digital branding	Oral presentation, multimedia, exemplification	2 lectures
Digital marketing mix and data-driven marketing	Oral presentation, multimedia, exemplification	2 lectures
Providing digital customer experience	Oral presentation, multimedia, exemplification	1 lecture
Planning campaigns in digital marketing	Oral presentation, multimedia, exemplification	2 lectures
Marketing communications using digital media channels	Oral presentation, multimedia, exemplification	1 lecture
Measurement and evaluation methods in digital marketing	Oral presentation, multimedia, exemplification	2 lectures
Bibliography		
Chaffey, D. & Ellis-Chadwick F. (2022), Digital Marketing Strategy, Implementation and Practice, Seventh Edition, New York: Pearson. Chaffey, D & Smith P.R. (2019), Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing, Fifth Edition, New York: Routledge. Kingsnorth S.(2016), Digital Marketing strategy An integrated approach to online marketing, New York: Kogan Page Limited. Kotler M., Cao T, Wang S. & Qiao C. (2020), Marketing strategy in the digital age: applying Kotler's strategies to digital marketing, Singapore: World Scientific. Ryan D. (2014), Understanding Digital Marketing Marketing strategies for engaging the digital generation, third edition, New York: Kogan Page Limited.		
8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Discipline overview and fundamental aspects of digital marketing	Oral presentation, multimedia, exemplification	1 seminar
Online marketplace analysis and development of the digital marketing strategy	Practical applications, group discussions	2 seminars
Digital marketing implementation: tools and digital media channels	Practical applications, group discussions	2 seminars
Digital channel performance evaluation and presentation of seminar projects	Practical applications, project presentations	2 seminars
Bibliography		
Chaffey, D. & Ellis-Chadwick F. (2022), Digital Marketing Strategy, Implementation and Practice, Seventh Edition, New York: Pearson. Chaffey, D & Smith P.R. (2019), Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing, Fifth Edition, New York: Routledge. Kingsnorth S.(2016), Digital Marketing strategy An integrated approach to online marketing, New York: Kogan Page Limited. Kotler M., Cao T, Wang S. & Qiao C. (2020), Marketing strategy in the digital age: applying Kotler's strategies to digital marketing, Singapore: World Scientific. Ryan D. (2014), Understanding Digital Marketing Marketing strategies for engaging the digital generation, third edition, New York: Kogan Page Limited.		

9. Evaluation

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.

- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	Understanding and mastery of specialized concepts; correct use of specialized knowledge; consistency of logical thinking; correlation between concepts	Final written exam (colloquium)	60%
9.5. Seminar/ laboratory	Ability to apply the learned specialized concepts; creativity; capacity to resolve practical applications	Team project (evaluated throughout the semester)	40%
9.6 Minimum standard for passing			
Knowledge of the fundamental concepts taught; correct use and application of specialized concepts.			

10. SDG labels (Sustainable Development Goals)¹

	☐	Sustainable Development Generic Label						
								
☐	☐	☐	☐	☐	☐	☐	☐	☐
								
☐	☐	☐	☐	☐	☐	☐	☐	☐

Date of entry:

22.05.26

Signature of course coordinator

Asst. Prof. Anghel Tudorel Cozma, PhD

Signature of seminar coordinator

Asst. Prof. Anghel Tudorel Cozma, PhD

Date of approval in the department:

27.05.26

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."