SUBJECT DATASHEET

Digital marketing strategy

BMEGT20MS51004

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Digital marketing strategy

ID (subject code)	BMEGT20MS51004

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	1
Practice	1
Laboratory	0

Type of assessment
exam grade

Number of credits
5

Subject Coordinator

Name	*Position*	*Contact details*
Dr. Iványi Tamás	assistant professor	ivanyi.tamas@gtk.bme.hu

Educational organisational unit for the subject
Department of Management and Business Economics

Subject website
https://edu.gtk.bme.hu

Language of the subject
ivanyi.tamas@gtk.bme.hu

Curricular role of the subject, recommended number of terms
Programme: **Marketing Strategy and Innovation Master Programme**
Subject Role: **Compulsory**
Recommended semester: **1**

Direct prerequisites

Strong	None
Weak	None
Parallel	None
Exclusion	None

Validity of the Subject Description
Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580389/21/2026 registration number. Valid from: 27.05.2026.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to present the basic elements of the operation of online and digital devices that can be related to marketing tasks. After learning the subject material, the student can easily navigate through the many marketing tools of the online world; and understands their mechanism of action, can master the use of tools. Through lectures and practical exercises, students are introduced to the technologies and concepts that underpin the latest marketing tools, enabling them to easily adapt to new challenges.

Academic results

Knowledge

1. The student knows the most important tools and platforms of digital marketing and understands their operational mechanisms.
2. The student is familiar with the theoretical foundations of planning and implementing online marketing strategies.
3. The student possesses knowledge of the most up-to-date technologies and concepts underpinning contemporary digital marketing.

Skills

1. The student is able to navigate the wide range of digital marketing tools and apply them effectively to practical tasks.
2. The student is able to design digital marketing strategies and select the appropriate tools to achieve specific business objectives.
3. The student is able to adapt quickly and effectively to emerging digital marketing trends and technologies.

Attitude

1. The student approaches the constantly evolving tools and trends of digital marketing with openness and critical thinking.
2. The student strives to understand best practices in digital marketing and to apply them in a conscious and ethical manner.
3. The student is receptive to innovative approaches and the possibilities of using new technologies for marketing purposes.

Independence and responsibility

1. The student applies digital marketing tools responsibly, taking into account data protection and ethical considerations.
2. The student consciously aims to create value for both consumers and society through their marketing activities.
3. The student takes responsibility for the digital marketing decisions they plan and implement, as well as their consequences.
4. The student is able to independently identify digital marketing challenges, analyse them, and develop proposed solutions.
5. The student independently keeps up with digital marketing literature and industry developments.
6. The student is able to independently assess and develop their own digital marketing competencies in the interest of continuous professional growth.

Teaching methodology

Lectures and exercises in which we explore theoretical models, new technologies, and their application in an interactive format. During the exercises, we analyze case studies and real-world scenarios and formulate recommendations. The goal is to develop students' strategic digital thinking during the course.

Materials supporting learning

- Előadások diasorai, jegyzetanyag és esettanulmányok - Presentation slides, lecture notes, and case studies

- Chaffey, D. – Ellis-Chadwick, F. – AbedRabbo, M.: Digital Marketing: Strategy, Implementation and Practice, 9. kiadás, Pearson, 2025
- Corcoran, A.: Integrated Digital Marketing in Practice, 1. kiadás, Cambridge University Press, 2023
- Zahay, D. – Labrecque, L. – Reavey, B. – Roberts, M. L.: Digital Marketing: Foundations and Strategy, 5. kiadás, Cengage Learning, 2024

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The learning outcomes outlined in Section 2.2 are assessed through an end-of-year written assessment (comprehensive performance evaluation)
and a mandatory assignment.

Performance assessment methods

A. Detailed description of performance assessments conducted during the regular term: Partial performance assessment (homework): an assignment due at the end of the semester, as announced at the beginning of the semester, for which the student receives a pass or fail grade. Students must pass this to get the signature for the semester. In case of a submission before the due date the passed homework gets 30 points for the exam. In the case of a late submission 15 points are given to the exam. B. Performance evaluation during the exam period Components of the exam: Written performance evaluation: which focuses on the practical application of the online
marketing tools, strategies, and theories learned. Maximum 70 points.

Percentage of performance assessments, conducted during the study period, within the rating

- **partial performance assesment**: 100
- **total**: 100

Percentage of exam elements within the rating

- **comprehensive performance evaluation**: 70
- **mid-term performance**: 30
- **total**: 100

Conditions for obtaining a signature, validity of the signature

During the semester, students receive the signature in case of having a pass for the midterm assessment.

Issuing grades

Excellent	90
Very good	87-89
Good	75-86
Satisfactory	62-74
Pass	50-61
Fail	0-49

Retake and late completion

Grading and retaking of performance assessments conducted during the exam period are handled in accordance with the TVSZ. Midterm
homework may be resubmitted or corrected once after the submission deadline. In this case, it will receive 0 points on the exam; if resubmitted in this manner, a maximum of 85 points out of 100 can be earned upon completion of the course.

Coursework required for the completion of the subject

attendance in contact classes	24
preparing the homework assignment	40
independent study of the assigned written course material	20
exam preparation	56
total	150

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 04.05.2026.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

To achieve the learning outcomes outlined in Section 2.2, the course consists of the following thematic blocks. In the syllabi for the courses offered each semester, these topics are scheduled according to the academic calendar and other circumstances.

1 Foundations and Ecosystem of Digital Marketing

2 Digital Consumer Behaviour and the Online Customer Journey

3 Digital Marketing Strategy Planning and Frameworks

4 Strategic Application of Digital Marketing Channels

5 Search Engine Marketing, Content Marketing and Social Media

6 Digital Analytics, Measurement and AI-Driven Automation

Additional lecturers

Approval and validity of subject requirements