Course: Digital customer experience and ethics — credits: 5

Course code	CIVP26DCEE
Name	Digital customer experience and ethics
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	M. Stolyga
Modes of delivery	Lecture
Assessments	Digital customer experience and ethics - Computer, organised by STAD examinations

Learning outcomes

Learning Outcomes

LOL1: Setting the Direction. The Marketing Management (MM) professional identifies new opportunities for sustainable competitive advantage in national and international markets and, based on this analysis, determines the commercial direction of a product, service, brand, or organisation.

Level 1: The beginning Marketing Management (MM) professional prepares simple short- or medium-term marketing plans for a product, service, brand, or organisation. The student applies basic marketing and organisational theory and uses insights from the internal and external environment of the organisation. The student explains the choices made and supports these with simple calculations of possible outcomes.

LOL2: Creating Shared Value. Based on the commercial and/or social direction of an organisation, the Marketing Management student develops well-founded solutions that create sustainable value for customers, the organisation, and society.

Level 1: The beginning Marketing Management professional contributes to value creation for customers, the organisation, and society by identifying simple innovation opportunities. The student understands basic principles of value creation and translates these into concrete, reasoned ideas for an organisation.

Content

Content

This module provides a comprehensive introduction to marketing and communication from an omnichannel and ethical perspective. You will study the key elements of Integrated Marketing Communications, including market segmentation, customer journey analysis, and the selection of appropriate marketing activities across channels.

The module gives you a solid foundation in marketing communication and digital marketing. You are encouraged to approach marketing decisions in an ethical and socially responsible way.

Literature/study materials

For the latest information go to the reading list on intranet or Brightspace.

Included in programme(s)

Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

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