



## Syllabus of the course «Reputation Marketing»

<b>Specialty</b>	242 «Tourism and Recreation»	
<b>Study Programme</b>	«Tourism»	
<b>Study cycle (Bachelor, Master, PhD)</b>	the first (Bachelor) level of higher education	
<b>Course status</b>	elective	
<b>Language</b>	English	
<b>Term</b>	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester	
<b>ECTS credits</b>	5	
<b>Workload</b>	Lectures – 24 hours. Practical studies – 24 hours. Laboratory studies – 0 hours. Self-study – 102 hours.	
<b>Assessment system</b>	Grading including Exam	
<b>Department</b>	Department of tourism, building 1, auditorium 316, phone: (057)758-77-26 (ext. 451), website: <a href="http://tourism.hneu.edu.ua/">http://tourism.hneu.edu.ua/</a>	
<b>Teaching staff</b>	Olena Anatoliivna Sushchenko, DrSc in Economics, Professor	
<b>Contacts</b>	<a href="mailto:helen.sushchenko@gmail.com">helen.sushchenko@gmail.com</a>	
<b>Course schedule</b>	Lectures: <a href="#">according to the schedule</a> Practical studies: <a href="#">according to the schedule</a>	
<b>Consultations</b>	At the Department of tourism, offline, according to the schedule, individual, PNS chat.	
<b>Learning objectives and skills:</b>		
is to form a system of theoretical knowledge and practical skills in managing the reputation of a brand/enterprise, carrying out a set of works aimed at managing the reputation and image of a brand on the Internet; monitoring information about the brand that is posted online; the use of knowledge gained during training for the use of marketing tools for the implementation of activities for the formation, maintenance and restoration of brand reputation.		
<b>Structural and logical scheme of the course</b>		
<b>Prerequisites</b>	<b>Postrequisites</b>	
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-	-	
<b>Course content</b>		
<b>Module 1: Business reputation and marketing activity</b>		
<b>Topic 1. Internet advertising as a business process</b>		
<b>Topic 2. Advertising as a process of marketing activity</b>		
<b>Topic 3. Brand management basics</b>		
<b>Topic 4. Business reputation. Brand/company reputation analysis</b>		
<b>Module 2: Marketing tools for brand/company reputation management</b>		
<b>Topic 5. Creation of an information base of brand/company reputation</b>		
<b>Topic 6. Reputation management in search engines</b>		
<b>Topic 7. Brand/company reputation management technologies</b>		



## **Topic 8. Development of a marketing strategy for brand/company reputation management**

### **Teaching environment (software)**

*Multimedia projector, S. Kuznets PNS, Corporate Zoom system*

### **Assessment system**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

*More detailed information on assessment and grading system is given in the technological card of the course.*

### **Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.*