

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Заступник керівника

(проректор з науково-педагогічної роботи)

М. В. Афанасьєв



ЕЛЕКТРОННИЙ МАРКЕТИНГ

робоча програма навчальної дисципліни

Галузь знань	Усі
Спеціальність	Усі
Освітній рівень	перший (бакалаврський)
Освітня програма	Усі

Вид дисципліни  
Мова викладання, навчання та оцінювання

вибіркова  
англійська

Завідувач кафедри менеджменту та бізнесу

Т. І. Лепейко

Харків  
ХНЕУ ім. С. Кузнеця  
2018

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**ELECTRONIC MARKETING**  
**syllabus of the educational discipline**

Field of knowledge	<b>all</b>
Specialty	<b>all</b>
Educational level	<b>first (bachelor)</b>
Educational program	<b>all</b>

Discipline type	<b>selective</b>
Teaching, learning and assessment language	<b>English</b>

**Kharkiv**  
**Simon Kuznets KhNUE**  
**2018**

APPROVED

at a meeting of Management and Business Department

Minutes № 1 dated 27.08.2018

Compiler:

Mazorenko Oksana Volodymyrivna, PhD in Economics, Assoc. Prof. of  
Management and Business Department

**Letter of renewal and re-approval  
of the syllabus of the educational discipline**

Academic year	Date of the meeting of the department - the developer of syllabus	№ of minutes	Signature Head of Department

## 1. Introduction

**Abstract of the educational discipline:** The program of studying the discipline "Electronic Marketing" is compiled according to the educational program of preparation of bachelors. The educational discipline "Electronic Marketing" belongs to the cycle of selective professionally oriented disciplines of bachelor's training.

The subject of the study of the discipline is the theoretical concepts of e-marketing, the methodology of developing and implementing an e-marketing strategy.

**Purpose of the discipline:** acquisition of systematic knowledge on theoretical foundations and organizational and methodical foundations of the formation and functioning of e-marketing system in the enterprise, practical skills on the use of elements of electronic commerce in improving the efficiency of enterprise management in market conditions.

Course	<b>3</b>	
Semester	<b>6</b>	
Quantity of credits ECTS	<b>5</b>	
Classroom training sessions	<b>Lectures</b>	<b>32</b>
	<b>Laboratory lessons</b>	<b>32</b>
Independent training	<b>86</b>	
Final control	<b>pass</b>	

### Structural and logical scheme of studying the discipline:

<b>The previous disciplines</b>	<b>The following disciplines</b>
Marketing	Marketing management
Management	Strategic management
Computer Science	-

### 1. Competence and learning outcomes of the discipline:

<b>Competence</b>	<b>Learning outcomes</b>
<b>1</b>	<b>2</b>
Ability to highlight peculiarities of the implementation of e-business, e-commerce, electronic and Internet marketing in the current conditions of the Ukrainian market.	Knowledge and understanding of the content of e-marketing modern concepts and the peculiarities of their evolution.
Ability to form an information array for performing marketing research and processing of results with the help of modern information technologies.	Knowledge and understanding of marketing research tools on the Internet.
Ability to use modern tools to promote the enterprise and its products on the Internet	Skills to use e-marketing tools.
Ability to develop the structure of the enterprise's Web site and its promotion	Knowledge and understanding of the website structure. Skills in planning processes for promoting the company's website.
Ability to use web analytics tools	Knowledge and understanding of the evaluating activities methodology on the Internet. Skills to apply web analytics toolkit.

1	2
Ability to choose the tools of mobile marketing.	Knowledge and understanding of the essence of mobile marketing. Skills to make a reasonable choice for implementing mobile marketing in the enterprise.

## 2. Syllabus of the educational discipline

Content module 1. Theoretical basics of electronic marketing.

Theme 1. Essence and main characteristics of e-business, e-commerce, electronic and Internet marketing.

Subject, objectives and tasks of the discipline. The essence and content of e-marketing. Areas of application and tasks of e-marketing, its advantages and disadvantages. The main trends and factors in the development of Internet technologies and e-marketing. The current state of the Internet usage in Ukraine and in the world.

Theme 2. E-marketing tools and technologies.

The concept of web site, web server. Functions of the company's website, its role in the system of marketing activities of the enterprise. Basic principles of construction and effectiveness factors of a commercial website. Stages of website creation. Distribution of functions when creating a website. Choosing and registering a domain name. Website design, layout of web pages. Ease of use of the site, usability. Registration of the company's website. Typical mistakes when designing a website. Integration of the website into the enterprise information system.

Content module 2. Application of e-marketing tools in the activities of modern enterprises.

Theme 3. Fundamentals of Content Optimization.

Search engines, principles and algorithms of their work. The relevance of site content in search. Types of searches on the web.

Internet. Search Query Statistics. Planning a Website Search Engine Optimization Campaign. Website content: features, principles of construction. Content analysis. Optimizing the website content. Concept of the citation index, methods and tools of its calculation. Keywords. The semantic core of the site. Website visitors conversion. Software support for search engine optimization.

Theme 4. Search Marketing.

The concept of a search engine. Goal and tasks of search optimization. Principles of information search. Principles for Ranking Sites. Ranking Factors. Comprehensive audit of the site. The "golden triangle" rule in search engine optimization. Stages of Search Engine Optimization.

The essence of search engine marketing. Search engine marketing techniques and their optimization techniques. White and black methods of search marketing.

Theme 5. Social Media Marketing.

Social Media Marketing: The Essence and Process. Types of social media. Content plan for social media. Marketing Tools for Social Media.

Theme 6. Web analytics and analysis of the effectiveness of e-marketing activities.

The essence of web analytics. Web analytics functions. Basic methods and tools for effective web statistics. Setting up web analytics. Analysis and comparison of Internet statistics systems. Problems of web analytics.

Theme 7. Features of mobile marketing.

The essence of mobile marketing. Mobile advertising. Mobile Advertising Formats, their advantages and disadvantages. Optimization of applications and bring them to the top. Systems of analysis. Comparison of mobile app analytics systems.

The main business models of monetization of mobile applications. Select a monetization model.

### 3. Procedure for assessment of learning outcomes

The system of evaluation of the developed competencies takes into account the types of lessons, which, according to the syllabus, include lectures, laboratory classes, and independent training. Assessment of the developed competencies is carried out using a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Bulletin-Rating System" Simon Kuznets KhNEU, control measures include:

current control during the semester during lectures, laboratory sessions and is estimated by the sum of the points scored (the maximum amount is 60 points; the minimum amount that allows the student to take the exam - 35 points);

modular control carried out in the form of a colloquium as an intermediate control on the initiative of the teacher, taking into account the current control over the relevant content module and aims to integrate the evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline - content module

final / semester control, conducted in the form of a semester exam, according to the schedule of the educational process.

The procedure for carrying out the **current assessment** of students' knowledge. Assessment of student's knowledge during laboratory classes and performance of individual tasks is carried out according to the following criteria:

understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation in written works and speeches in the classroom, the ability to justify their position, implement summarize and draw conclusions; arithmetic correctness of the implementation of an individual and complex settlement task; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and the presence of their own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and validity of conclusions about the problem; independence of work; literacy of presentation; use of comparison methods, generalizations of concepts and phenomena; registration of work.

General criteria on which the evaluation of extracurricular students' independent work are: the depth and strength of the knowledge level of thinking, the ability to organize knowledge on certain topics, the ability to make informed decisions, possession categorical aid, skills and techniques of practical tasks, the ability to find relevant information carry out its systematization and processing, self-realization on laboratory.

The **final control** of the students' knowledge and competencies is based on semester test work, the task of which is to check the student's understanding of the program material in general, the logic and interrelations between the individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate their attitude to a particular problem of academic discipline, etc.

A student should be considered certified if the sum of the points obtained on the basis of the final / semester control is equal to or exceeds 60.

The final score from the academic discipline is calculated taking into account the points obtained during the current control over the accumulation system. The total score in the points for the semester is: "60 and more points are counted", "59 and less points are not counted", and entered in the "Record of success" of the academic discipline.

### Distribution of points for weeks

Themes		Lectures	Laboratory lessons	Express-test	Tasks by themes	Total	
CONTENT MODULE 1.	Theme 1	1 week	1	1		2	
		2 week	1	1		2	
		3 week	1	1		2	
	Theme 2	4 week	1	1		2	
		5 week	1	1		8	10
CONTENT MODULE 2.	Theme 3	6 week	1	1		2	
		7 week	1	1	6	8	
		8 week	1	1		2	
	Theme 4	9 week	1	1		8	10
		10 week	1	1		2	
	Theme 5	11 week	1	1		2	
		12 week	1	1		2	
	Theme 6	13 week	1	1		8	10
		14 week	1	1	6	8	
	Theme 7	15 week	1	1		2	
		16 week	1	1		8	34
	17 week		24				
<b>Total</b>		<b>16</b>	<b>40</b>	<b>12</b>	<b>32</b>	<b>100</b>	

## The assessment scale: national and ECTS

The total score	The ECTS assessment scale	The national assessment scale
90 – 100	A	excellent
82 – 89	B	good
74 – 81	C	
64 – 73	D	satisfactory
60 – 63	E	
35 – 59	FX	unsatisfactory
1 – 34	F	

### 4. Recommended References

#### Main

1. Практикум з навчальної дисципліни "Електронний маркетинг" для студентів спеціальності "Бізнес-адміністрування" всіх форм навчання [Текст] / укл. І.О. Кінас, А.В. Котлик; Харківський національний економічний університет. – Х. : ХНЕУ, 2011. – 74 с.

2. Робоча програма навчальної дисципліни "Електронний маркетинг" для студ. спец. "Бізнес-адміністрування" всіх форм навч. [Текст] / укл. І.О. Кінас, А.В. Котлик; Харківський національний економічний університет. – Х. : ХНЕУ, 2010. – 27 с.

3. Литовченко, І. Л. Інтернет-маркетинг [Текст] : навч. посіб. – К. : ЦУЛ, 2011. – 331 с.

#### Additional

4. Годин С. Фиолетовая корова. Сделайте свой бизнес выдающимся! / С. Годин. – М.: "Манн, Иванов и Фербер", — 2012. – 326 с.

5. Котлер Ф. Основы маркетинга. Краткий курс. Пер. с англ. / Ф. Котлер. — М.: Издательский дом "Вильямс", 2007 — 656 с.