



Syllabus of the educational discipline «Internet Marketing»

Speciality	All
Educational program	All
Level of education	First (bachelor)
Discipline status	Selective
Teaching language	English
Course / semester	3 course, 1 semester
Number of credits ECTS	5
Distribution by types of trainings and hours of study	Lectures – 30 hours.
	Practical studies (seminars) – 30 hours.
	Independent training – 90 hours.
Form of final assessment	Pass
Department	Tourism, Nauky Avenue 9-A, c. Kharkiv, 1st building, room 316. Tel. 38(057)758-77-26 (additional 451) http://tourism.hneu.edu.ua/
Teacher (-s)	Mariya Aldoshyna, PhD in Economics, associate professor
Teacher's contacts	Mariyaldo.88@gmail.com
Days of the classes	According to the teaching schedule
Consultations	According to the schedule

The purpose of the discipline is the formation of knowledge and skills in the use of Internet technologies in enterprises, as well as economic effectiveness evaluation of their use.

Prerequisites for learning

Informatics. World, Economy and International Economic Relations, Business Administration Marketing activities / Innovative technologies, Marketing communications

Content of the educational discipline

Content module 1. Online promotion in the digital economy

Theme 1. Business Advantages to Internet Marketing

Theme 2. Internet marketing tools.

Theme 3. Website creation and optimization.

Theme 4. Search engine algorithms.

Content module 2 Social media marketing

Theme 5. Social media marketing.

Theme 6. Fundamentals of content marketing.

Theme 7. Web analytics as a tool for analyzing the effectiveness of advertising campaigns.

Theme 8. Internet advertising

Material and technical support (software) of the discipline

The use multimedia tools is necessary to cover the discipline

Course page on the Moodle platform (personal training system)

Syllabus, technological card, lectures, tasks for practical and independent classes, information materials, tasks for testing knowledge
(<https://pns.hneu.edu.ua/course/view.php?id=7852>)

Assessment system of learning outcomes

The assessment system includes current control during the semester at lectures and practical classes, the student's success is assessed by the sum of scores (maximum amount – 100 points; minimum amount that allows a student to get a pass – 60 points); module control based on the current control in the form of written control paper. More detailed information on assessment is given in the technological card of the discipline.



Accumulation of rating points in the discipline	
Types of training	Max points
Lectures (active work)	15
Practical studies (active work)	15
Tasks to the themes	7
Presentation	21
Group work	12
Oral quiz	4
Report	6
Control module	20
Max points	100
Discipline policies	
<i>It is mandatory to adhere to the policy of academic integrity, the absenteeism policy and the policy of completing tasks on time.</i>	
<i>More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Working plan of the educational discipline</i> https://pns.hneu.edu.ua/course/view.php?id=7852	

Syllabus approved at the Tourism Department meeting, protocol № 4 from 3.11.2021 p.