

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



Інтернет-маркетинг

робоча програма навчальної дисципліни

Галузь знань	<i>Усі</i>
Спеціальність	<i>Усі</i>
Освітній рівень	<i>перший (бакалаврський) рівень</i>
Освітня програма	<i>Усі</i>

Статус дисципліни	<i>вибіркова</i>
Мова викладання, навчання та оцінювання	<i>англійська</i>

Завідувач кафедри туризму

Олена СУЩЕНКО

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

"APPROVED"

Vice-Head
(Vice-Rector on Studying and Methodological Work)

Karyna NEMASHKALO

Internet Marketing

syllabus of the educational discipline

Field of knowledge	<i>All</i>
Specialty	<i>All</i>
Educational level	<i>First (Bachelor) degree</i>
Educational program	<i>All</i>
Discipline type	<i>Elective</i>
Teaching, learning and assessment language	<i>English</i>

Head of Tourism Department

Olena SUSHCHENKO

APPROVED
at the meeting of the Department of Tourism
Protocol № 4 from 3.11.2021 p.

Compiled by: M. Aldoshyna, PhD in Economics, Associate Professor

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	Number of Protocol	The Department Head's signature

Abstract of the discipline

Informatization of business activity is one of the most characteristic features of the modern market. Information and its timely transmission of relevant information play a decisive role in all spheres of activity, in addition, modern information technologies are becoming the most important factor in the economic growth of the industry.

The Internet provides companies the opportunity to inform the multimillion target audience about the company services by the minimal costs. Internet advertising allows you to transmit text, graphics, audio and video information, as well as evaluate the effectiveness of activities through feedback from the target audience.

The impact of Internet technologies on development is huge, as it is directly related to improving the efficiency of each enterprise individually and the global business as a whole. This directly affects firm competitiveness in today's market.

The discipline "Internet marketing" is a selective discipline and is studied in accordance with the curriculum for specialists at the educational level "Bachelor" all specialties of all forms of study.

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

To achieve this goal the following main tasks are set:

mastering the basic principles of organization of Internet support for the promotion of enterprise products;

acquisition of skills in independent analysis and planning of marketing activities, taking into account the possibilities of Internet technologies and global trends in economic development.

"Internet marketing" is a discipline that studies modern Internet technologies and the possibilities of their use in enterprises in order to improve their image and competitiveness.

The object of the discipline is the technology of Internet promotion of services.

The subject of the discipline is the process of building a marketing sales policy of the enterprise, taking into account global trends in the use of Internet technologies.

Characteristics of the discipline

Year of study	3
Semester	5
Number of credits ECTS	5
Form of final assessment	Pass

Structural and logical scheme of studying the course

Prerequisites	Post requisites
Informatics World Economy and International Economic Relations Business Administration Marketing	Innovative technologies Marketing communications

Competences and discipline results

Competencies	Results
Make optimal decisions using Internet technologies	Identify the complex of Internet communications tools needed to promote the product Identify effective ways to commercialize enterprise services
Ability to determine the effectiveness of the main tools of Internet marketing	Develop internet promotion strategy

The program of the Academic Discipline

Content module 1. Online promotion in the digital economy

Theme 1. Business Advantages to Internet Marketing

- 1.1. Introduction to digital marketing
- 1.2. Difference between traditional marketing and digital marketing
- 1.3. Importance of digital marketing. Trends and scenarios of the industry

Theme 2. Internet marketing tools.

- 2.1. Main types of Internet marketing tools.
- 2.2. Advantages and disadvantages of internet marketing tools.
- 2.3. Online marketing tools to start a business

Theme 3. Website creation and optimization.

- 3.1. Search Engine Optimization
- 3.2. Website performance indicators
- 3.3. Using of Google Search Console

Theme 4. Search engine algorithms.

- 4.1. How search engines work
- 4.2. On-page optimization
- 4.3. Keywords
- 4.4. Working with Google Adwords

Content module 2 Social media marketing

Theme 5. Social media marketing.

- 5.1. Definition of Social Media Marketing and Social Media
- 5.2. Peculiarities of different social media platforms usage
- 5.3. Content creation
- 5.4. Blogging

Theme 6. Fundamentals of content marketing.

- 6.1. Content marketing tools.
- 6.2. Article marketing
- 6.3. Exploring the corporate image formation process.
- 6.4. The main stages of image formation process.

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

- 7.1. Introduction to web analytics
- 7.2. Audience reports, traffic and content report
- 7.3. Using Google Adwords Data

Theme 8. Internet advertising

- 8.1. Online advertising: campaign elements
- 8.2. Text and visual advertising formats
- 8.3. Identification of target potential customers

Teaching and learning methods

In the course of the academic discipline includes different interactive study techniques, such as discussion, case-study, brainstorming, tests, creative tasks, work in small groups, problem-solving lectures.

The procedure for evaluating learning outcomes

Simon Kuznets KhNUE uses accumulative (100-grade) system of evaluation. Current learning outcomes are awarded minimum 60 points and maximum 100.

The evaluating process is built up in the way of points giving for active work during interactive lectures and the practical lessons.

Each interactive lecture student can receive 1 point maximum (15 points in total).

During every practical lesson student can gain 1 points (15 points in total). The activities include discussions, question-answer sessions, case-studies, brainstorming and presentations, etc. Totally students can receive 15 points for the excellent performance of assignments during interactive lectures and 30 for performance during practical lessons.

The form of current assessment and methods of learning outcomes presents:

during the semester student can make tasks by the topics and receive 1 point maximum (7 points in total);

presentation for themes № 1-7 maximum score for each - 3 point (total number 21 points);

working in small teams for each - 4 point (total number 12 points);

report by the topics for themes №1,2,5 and receive 2 point maximum (6 points in total);

During semester students have 2 oral questioning (4 points) and 2 colloquium (20 points).

Totally for the current work students have to collect minimum 60 points to pass.

The final grade is provided according to the rate presented in table “The grading rate: national rate and ECTS”.

The forms of evaluation and point allocation are given in table “The rating plan of the academic course”.

National and ECTS scale of evaluation

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		

Rating plan of the discipline

Theme	Forms and types of education	Forms of evaluation	Max rating	
Theme 1.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Business Advantages to Internet Marketing»	Work during the lecture	2
	Practical classes	Discussion on the topic «Difference between traditional marketing and digital marketing»	The active participation in discussion	2
			Tasks by the topics	1
Presentation			3	
		Report by the topics	2	
	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Internet marketing tools»	Work during the lecture	2

Theme 2.	Practical classes	Practical classes «Construction of the goals tree by the basic strategic directions of marketing activity of enterprise».	The active participation in the performance of practical tasks	2
			Tasks by the topics	1
			Report by the topics	2
			working in small teams	4
	Presentation	3		
<i>Independent work</i>				
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Theme 3.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Website creation and optimization»	Work during the lecture	2
	Practical classes	Practical classes «Making comparative analysis of website by main performance indicators»	The active participation in the performance of practical tasks	2
			Tasks by the topics	1
			oral questioning	2
			working in small teams	4
	Presentation	3		
<i>Independent work</i>				
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Тема 4.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Search engine algorithms»	Work during the lecture	2
	Practical classes	Practical classes «Making a list of keywords in Google Adwords»	The active participation in the performance of practical tasks	2
			Tasks by the topics	1
			Presentation	3
			Written colloquium on the theme 1-4	10
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic Preparation for control work	Homework check	
Theme 5.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Social media marketing»	Work during the lecture	2
	Practical classes	Practical classes «Working with your Instagram page»	The active participation in the performance of practical tasks	2
			Tasks by the topics	1
Presentation	3			

			Report by the topics	2	
	<i>Independent work</i>				
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check		
Theme 6.	<i>Auditorian work</i>				
	Lecture	Lecture on the theme «Fundamentals of content marketing»	Work during the lecture	2	
	Practical classes		Practical classes «Types of content in Instagram»	The active participation in the performance of practical tasks	2
				Tasks by the topics	1
				Presentation	3
				working in small teams	4
				oral questioning	2
	<i>Independent work</i>				
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check			
Theme 7.	<i>Auditorian work</i>				
	Lecture	Lecture on the theme «Web analytics as a tool for analyzing the effectiveness of advertising campaigns»	Work during the lecture	2	
	Practical classes		Practical classes «Google web analytics tools»	The active participation in the performance of practical tasks	2
				Tasks by the topics	1
				Presentation	3
	<i>Independent work</i>				
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check			
Theme 8.	<i>Auditorian work</i>				
	Lecture	Lecture on the theme «Internet advertising»	Work during the lecture	1	
	Practical classes	Practical classes «Identification of target potential customers»	The active participation in the performance of practical tasks	1	
			Written colloquium on the theme 5-8	Written control paper	10
	<i>Independent work</i>				
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check			
			Total	100	

Recommended literature

Basic

1. Aldoshyna M.V. Reference syllabus of lectures on the subject "Internet Marketing" [Electronic resource] - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=7852>

Additional

2. Гуржий А. Н. Интернет-технологии в бизнесе : учеб. пособ. / А. Н. Гуржий, А. В. Карпухин, В. А. Тимофеев. – Х. : СМІТ, 2014. – 340 с.

3. Дубовик Т. В. Інтернет-маркетингові комунікації : монографія / Т. В. Дубовик ; Київ. нац. торг.-екон. ун-т. – К. : КНТЕУ, 2014. – 331 с.

4. Дурняк Б. В. Проектування реклами в мережі Інтернет на основі її семантичного аналізу : [монографія] / Б. В. Дурняк, О. Ю. Коростіль. – Львів : Укр. акад. друкарства, 2014. – 135 с.

5. Процеси управління інтерактивними соціальними комунікаціями в умовах розвитку інформаційного суспільства : монографія / [А. М. Пелецишин, Ю. О. Сєров, О. Л. Березко та ін.] ; за заг. ред. А. М. Пелецишина. – Львів : Львівська політехніка, 2012. – 366 с.

6. Chaffey, D. and Ellis-Chadwick, F., 2015. Digital Marketing Strategy, Implementation and Practice, 6th edition. Financial Times/ Prentice Hall, Harlow.

7. Gangeshwer, D.K., 2013. E-Commerce or Internet Marketing: A business review from Indian context. International journal of u- and e-service, science and technology, 6 (6), 187-194.

8. Yasmin, A., et al., 2015. Effectiveness of Digital Marketing in the challenging age: an empirical study. International Journal of Management Science and Business Administration. Vol 1(5), 69-80.

Internet resources

9. Internet World Stats (2015) World Internet Users Statistics [Electronic resource] - Access mode: <http://www.internetworldstats.com/stats.htm>

10. Oliveira, A., 2017. A Four-Step Guide To Creating Your Digital Marketing Plan, [Electronic resource] - Access mode: <https://www.forbes.com/sites/forbesagencycouncil/2016/11/17/a-four-step-guide-to-creating-your-digital-marketing-plan>

11. Course " Internet Marketing" on Moodle // [Electronic resource] - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=7852>