

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

"ЗАТВЕРДЖУЮ"
Проректор з навчально-методичної роботи

Каріна НЕМАШКО
№02071211



ЕЛЕКТРОННИЙ МАРКЕТИНГ
робоча програма навчальної дисципліни

Галузь знань **07 "Управління та адміністрування"**
Спеціальність **073 "Менеджмент"**
Освітній рівень **перший (бакалаврський)**
Освітня програма **"Бізнес-адміністрування"**

Статус дисципліни **вибіркова**
Мова викладання, навчання та оцінювання **англійська**

Завідувач кафедри
менеджменту та бізнесу



Тетяна ЛЕПЕЙКО

Харків
2022

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



ELECTRONIC MARKETING
syllabus of the academic discipline

Field of knowledge **07 “Management and administration”**
Speciality **073 “Management”**
Education level **first (bachelor)**
Educational programs **“Business Administration”**

Discipline status **Selective**
Language of teaching, studying and assessment **English**

Head of Management and
Business department



Tetyana LEPEYKO

Kharkiv
2022

APPROVED

at the meeting of the Management and Business Department.

Protocol № 1 of August 29, 2022.

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**Sheet of renewal and re-approval
of the academic discipline syllabus**

Academic year	Date of the department meeting - developer of the syllabus	Protocol number	Sign of the Head of the department

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.

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 application of electronic marketing tools to improve the efficiency of enterprise management in digital age.

The tasks of the academic discipline are:

disclosure of the content of the categorical apparatus of electronic marketing, its tasks at an enterprise;

study of the components of electronic marketing and the basic principles of their application in the development of a marketing strategy;

mastering the skills of electronic marketing strategy development;

acquisition of practical skills of applying different electronic marketing tools;

mastering the methods of evaluating the effectiveness of using e-marketing tools.

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.

Characteristics of the educational discipline

Course	3
Semester	5
Number of credits ECTS	5
Final assessment	Pass

Structural logical scheme of studying the educational discipline

Prerequisites	Postrequisites
Marketing	Strategic management
Management	
Informatics	

Competences and learning outcomes in the discipline

Competences	Learning outcomes
Ability to abstract thinking, analysis, synthesis.	Demonstrate the skills of searching, collecting and analyzing information, calculating indicators to justify management decisions
Ability to apply knowledge in practical situations.	Demonstrate the skills of situation analysis and communication in various areas of the organization.
Skills in using information and communication technologies	Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.
The ability to generate new ideas (creativity).	Carry out research individually and/or in a group under the guidance of a leader.
Ability to choose and use modern management tools.	

Ability to perform practical tasks within a certain functional area in an international environment	Evaluate the possibilities of using technologies to optimize business efficiency.
The ability to use primary information processing methods regarding the economic foundations of the organization's functioning to form a system of the most urgent tasks.	

The program of the educational discipline

Content module 1. Theoretical basics of electronic marketing.

Theme 1. Introduction to e-business and electronic marketing.

Subject, objectives and tasks of the discipline. The concept of electronic business and classification of e-business models.

Principles of the Internet. 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.

The essence and content of electronic marketing. Tasks and benefits of e-marketing. The popular electronic marketing jobs.

Theme 2. E-marketing tools and technologies.

Main elements (tools) of e-marketing.

The concept of web site, web server. Functions of the company's website, its role in the system of marketing activities of an enterprise. Basic principles of web site development and web site efficiency. Website design, layout of web pages. Web site functionality and usability. Registration of the company's website. Typical mistakes in website design.

Marketing research on the Internet. Analysis of competitors.

Electronic marketing strategy. Key stages of e-marketing strategy development.

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

Theme 3. Basics of content marketing.

The essence of content marketing. Advantages of content marketing. Content types and formats.

Content matrix and content plan. Useful content marketing tools. Development of content marketing strategy.

Website content: functions, principles of construction. Content analysis. Website content optimization. Concept of citation index, methods and tools for its calculation. Keywords of website pages.

Theme 4. Email marketing.

The concept of email marketing. Types of emails in electronic marketing. The structure of the email.

Types of email newsletters. Choosing a mailing service: criteria.

Email marketing strategy. E-mail campaign settings. Frequency of mailing. Analytics in email marketing. Typical mailing errors.

Theme 5. Search Engine Marketing.

The concept of a search engine. Principles of information search. Principles of website ranking. Ranking factors and algorithms. Comprehensive website audit. The purpose and tasks of search engine optimization. The "golden triangle" rule in search engine optimization. Stages of search engine optimization. Planning a website search engine optimization campaign.

The essence of search engine marketing. Approaches of search engine marketing: SEO and SEA. White and black methods of search engine marketing.

Theme 6. Social Media Marketing.

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

Social media promotion tools. Messenger marketing as a modern tool for dealing with consumers.

Theme 7. 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 8. 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.

The list of practical / laboratory classes, as well as questions and tasks for individual work, is given in the table “Rating plan of the educational discipline”.

Teaching and instruction methods

In the process of teaching the educational discipline “Electronic marketing” for the implementation of the defined competencies of the educational program and the activation of the educational process in lecture/practical/laboratory classes, it is envisaged to use such teaching methods as: lecture-discussions (topic 1 – 8), work in small groups (topic 2 – 8), presentations (topic 2 – 8), illustrations (topic 1 – 8), various individual (topic 1 – 8) and group work (topic 2 – 8).

During lectures and laboratory classes, the following teaching methods are used: explanatory and illustrative, reproductive, problem-based teaching, partially research-based, research teaching methods.

The system of the study results assessment

S. Kuznets KhNUE uses a cumulative (100-point) evaluation system. Assessment is carried out on the following types of control:

current control – is carried out during the semester during the lectures, practical and laboratory classes and estimated by the amount of points scored (maximum score – 100 points, minimum score that allows the student to pass discipline – 60 points).

Current control includes the assessment of students during:

competence-oriented task on topics – the ability to combine theory with practice when considering situations; logic, structure, style of presentation of the material when performing in the audience, the ability to justify their position (maximum score – 10 points (three competence-oriented tasks during the semester, total maximum number of points – 30); maximum score – 7 points (two competence-oriented tasks during the semester, total maximum number of points – 14));

express tests on topics – the use of analytical approaches; quality and clarity of reasoning; style of presentation of material in written works; independence of work performance; use of methods of

comparison, generalization of concepts and phenomena; (estimated at 8 points (two express tests during the semester – the total maximum number of points – 16));

final test - the ability to generalize information and draw conclusions; the ability to combine theory with practice when considering situations; logic, structure, style of presentation of the material in the audience, the ability to justify their position; the ability to generalize information and draw conclusions; ability to conduct critical and independent assessment of certain problematic issues; the ability to explain alternative views and the presence of their own point of view, position on a particular issue; logic, structuring and validity of conclusions on a specific problem; (maximum score – 40 points);

Independent work includes:

- 1) study of theoretical material from the previous lecture before each subsequent lecture;
- 2) collection, generalization, processing of information necessary for active work in practical classes.

The procedure for the current assessment of students' knowledge.

Assessment of student's knowledge during practical and laboratory classes 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 under consideration; the ability to combine theory with practice when considering production situations in the process of performing individual tasks and tasks submitted for consideration in an audience;

- to generalize information and make conclusions; the ability to explain alternative views and the presence of their own point of view, the position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalizations of concepts and phenomena; registration of work.

The final/semester control. The student should be considered certified if the sum of the points earned on the results of the current control is equal to or exceeds 60. The student can not be considered certified if the sum of the points earned on the results of the current control is equal to 59 and less points.

Forms of assessment and distribution of points are given in the table “Rating-plan of the educational discipline”.

Rating-plan of the educational discipline

Topic	Forms and types of studying	Form of evaluation	Max points
1	2	3	4
Content module 1. Theoretical basics of electronic marketing.			
Topic 1	<i>Classroom work</i>		
	Lectures 1 and 2 on questions: the essence of e-business and e-marketing.	Active participation	
	Laboratory class. Role of e-business for contemporary business.	Completing the task	
	<i>Individual work</i>		
	Study of lecture material, preparation for laboratory class		

Topic 2	<i>Classroom work</i>		
	Lecture 3 and 4 on questions: tools of electronic marketing; e-marketing strategy; competitor's analysis in digital marketing.	Active participation	
	Laboratory class. Competitor's analysis in electronic marketing. Target audience segmentation.	Competence-oriented task	10
	<i>Individual work</i>		
	Study of lecture material, preparation for laboratory class		
Content module 2. Application of e-marketing tools in the activities of modern enterprises.			
Topic 3	<i>Classroom work</i>		
	Lecture 5 on questions: content marketing, tools of content marketing, content matrix and content plan.	Active participation	
	Laboratory class. Content matrix compilation.	Competence-oriented task	7
	<i>Individual work</i>		
	Study of lecture material, preparation for laboratory class		
Topic 4	<i>Classroom work</i>		
	Lecture 6 on questions: email marketing, types of email newsletters, services for email marketing, structure of email.	Active participation	
	Laboratory class. Development of email marketing campaign.	Completing the task	
	<i>Individual work</i>		
	Study of lecture material, preparation for laboratory class		
Topic 5	<i>Classroom work</i>		
	Lecture 7 and 8 on questions: concept and types of search engine; algorithms and ranking; SEO and SEA	Express test	8
	Laboratory class. website optimization for search engines.	Competence-oriented task	7
	<i>Individual work</i>		
	Study of lecture material, preparation for laboratory class		
Topic 6	<i>Classroom work</i>		
	Lecture 9 and 10 on questions: social media; social networks; promotion of brands in social media.	Active participation	
	Laboratory class. SMM strategy development.	Completing the task	
	<i>Individual work</i>		
	Study of lecture material, preparation for laboratory class		

Topic 7	<i>Classroom work</i>		
	Lecture 11 and 12 on questions: web analytics; methods of web analytics; tools of web analytics.	Express test	8
	Laboratory class. Applications of web analytics tools.	Competence -oriented task	10
	<i>Individual work</i>		
	Study of lecture material, preparation for laboratory class		
Topic 8	<i>Classroom work</i>		
	Lecture 13, 14 and 15 on questions: mobile marketing; mobile applications; mobile advertising; tolls of mobile marketing.	Final test	40
	Laboratory class. Applications of web analytics tools.	Competence -oriented task	10
	<i>Individual work</i>		
	Study of lecture material, preparation for laboratory class		

Recommended books and resources

Main

1. Digital Marketing Guide / T. Cook, R. Elmore, K. Tanenbaum, E. Schlenker. – NC : NC Small Business and Technology Development Center, 2019. – 46 p.
2. Kotler Ph. Marketing Management, Fifteenth edition / Ph. Kotler. – London: Pearson, 2016. – 834 p.
3. Stokes R. eMarketing: The Essential Guide to Marketing in a Digital World. – 6th Edition. – Cape Town: Red & Yellow, 2018. – 318 p.

Additional

4. Launch: How to Quickly Propel Your Business Beyond the Competition / Michael A. Stelzner. - NJ: Wiley, 2011. – 272 p.

Information resources on Internet

5. Mazorenko O.V. Electronic marketing // Сайт ППС ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу: [https:// https://pns.hneu.edu.ua/course/view.php?id=4119](https://pns.hneu.edu.ua/course/view.php?id=4119).
6. Електронний каталог Національної бібліотеки України імені В. І. Вернадського. – Режим доступу: www.nbu.gov.ua.
7. Електронний каталог Харківської державної наукової бібліотеки імені В. Г. Короленка. – Режим доступу: <http://korolenko.kharkov.com>.