

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

**ЗАТВЕРДЖЕНО**  
на засіданні кафедри  
менеджменту та бізнесу  
Протокол № 1 від 25.08.2023 р.



**ПОГОДЖЕНО**  
Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО

**ЕЛЕКТРОННИЙ МАРКЕТИНГ**  
робоча програма навчальної дисципліни (РПНД)


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**

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Харків  
2023

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

**APPROVED**

at the meeting of the department  
management and business  
Protocol № 1 of 25.08.2023



**AGREED**

Vice-rector for educational and methodical work

Karina NEMASHKALO

**ELECTRONIC MARKETING**  
Program of the course

Field of knowledge **07 Management and administration**  
Specialty **073 Management**  
Study cycle **first (bachelor)**  
Study programme **Business administration**

Course status


**elective**

Language

**English**

Developers:  
PhD (Economics),  
Associate Professor  
PhD (Economics),  
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2023

## INTRODUCTION

The program of studying the course "Electronic Marketing" is compiled according to the educational program of preparation of bachelors. The course "Electronic Marketing" belongs to the cycle of elective professionally oriented disciplines of bachelor's training.

The course is designed to provide students with a comprehensive understanding of the dynamic and ever-evolving field of electronic marketing, also known as digital marketing. In today's digital age, businesses and individuals alike rely heavily on electronic channels to reach and engage their target audiences. The course will explore the fundamental principles, strategies, and tools that drive successful electronic marketing campaigns.

**The purpose of the course:** 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 objectives of the course 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 object of the course is the marketing at an organisation.

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

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

### Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO4	GC4; SC12
LO8	GC8; SC7
LO11	GC8; SC11
LO17	GC4; SC12
LO18	GC8; SC19
LO20	SC12
LO21	SC11; SC19

where LO4 – demonstrate skills in identifying problems and justifying management decisions;

LO8 – implement management techniques to ensure the effectiveness of the organization;

LO11 – demonstrate skills in situation analysis and communication in various areas of the organization's activities;

LO17 – perform research individually and/or in a group under the guidance of a leader;

LO18 – evaluate opportunities to use technology to optimize business efficiency;

LO20 – coordinate aspects of business organizations that contribute to the efficiency of its work;

LO21 – demonstrate communication, research, technological and cross-cultural skills necessary to analyze business situations, prepare, justify and present management decisions;

GC4 – ability to apply knowledge in practical situations;

GC8 – ability to use information and communication technologies;

SC7 – ability to select and use modern management tools;

SC11 – ability to create and organize effective communications in the management process;

SC12 – ability to analyze and structure organizational problems, to form reasonable decisions;

SC19 – ability to use methods of processing primary information on the economic foundations of the organization's functioning to form a system of the most urgent tasks.

## **COURSE CONTENT**

### **Content module 1. Theoretical basics of electronic marketing.**

#### **Topic 1. Introduction to e-business and electronic marketing.**

Subject, objectives and tasks of the course.

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.

#### **Topic 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. Target audience and customer avatar. 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.**

#### **Topic 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 and principles. Content analysis. Website content optimization. Concept of citation index, methods and tools for its calculation. Keywords of website pages.

#### **Topic 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 mistakes.

#### **Topic 5. Search Engine Marketing.**

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

Principles of search query. 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. Semantic core. Stages of search engine optimization. Planning a website search engine optimization campaign.

Tools and methods of SEA.

#### **Topic 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. Messengers and chat-bots as modern tools for dealing with consumers.

#### **Topic 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.

#### **Topic 8. Features of mobile marketing.**

The essence of mobile marketing. Mobile advertising. Mobile advertising formats, their advantages and disadvantages. Optimization of applications and bringing 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 laboratory studies in the course is given in table 2.

Table 2

### The list of laboratories studies

Name of the topic and/or task	Content
Topic 1. Laboratory work 1.	The role of electronic marketing for modern business.
Topic 2. Laboratory work 2.	Competitor's analysis in electronic marketing. Target audience segmentation.
Topic 2. Laboratory work 3.	Target audience analysis.
Topic 3. Laboratory work 4.	Content matrix compilation.
Topic 4. Laboratory work 4.	Development of email marketing campaign.
Topic 5. Laboratory work 5.	Website optimization for search engines.
Topic 6. Laboratory work 6.	SMM strategy development.
Topic 7. Laboratory work 7.	Applications of web analytics tools.
Topic 8. Laboratory work 8.	Applications of mobile app analytics tools.

The list of self-studies in the course is given in table 3.

Table 3

### List of self-studies

Name of the topic and/or task	Content
Topic 1-8	Search, selection and review of literature on a given topic
Topic 1-8	Preparation for the Express test
Topic 1-8	Preparation for laboratory classes
Topic 1-8	Performing a presentation
Topic 1-8	Preparing to the exam

The number of hours of lectures, laboratory studies and hours of self-study is given in the technological card of the course.

## TEACHING METHODS

In the process of teaching the course “Electronic marketing”, in order to acquire certain learning outcomes, to activate the educational process, 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), visualisations (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.

## FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

**Current control** is carried out during lectures, laboratory classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

**The final control includes current control and an exam.**

**Semester control** is carried out in the form of a semester exam.

The maximum number of points that a student can receive during the exam is 40 points. The minimum number of points by which an exam is considered passed is 25 points.

**The final grade in the course** is determined:

– – for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:

Current control: express tests (estimated at 8 points (two express tests during the semester – the total maximum number of points – 16)); competence-oriented tasks on topics (three competence-oriented tasks each by 10 points, two competence-oriented task by 7 points during the semester, total maximum number of points – 44).

Semester control: Grading including Exam (40 points).

More detailed information on the assessment system is provided in technological card of the course.

An example of an exam card and assessment criteria.

### Exam card example

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL ECONOMIC UNIVERSITY

First (bachelor) level of higher education  
Specialty 073 “Management”  
Study Programme “Business Administration”  
Course “Electronic Marketing”

#### *Theoretical tests 1. Answer the test questions (14 points)*

1. What are personas?
  - a) It's a fictional character created to represent a user type that might use a site /brand/product in a similar way
  - b) It's a real-life character created to represent a user type that might use a site /brand/product in a similar way
  - c) It's an old character created to represent a user type that might use a site /brand/product in a similar way

d) It's a young character created to represent a user type that might use a site /brand/product in a similar way

2. What does not belong to social media platforms?

- a) Online forums
- b) Social networking sites
- c) Thematic portals
- d) Bookmarking sites
- e) Microblogs

3. What is content development?

a) It's the process of researching, writing, gathering, organizing, and editing information for publication

- b) It's the process of gathering information for publication
- c) It's the process of researching information for publication
- d) It's the process of editing information for publication

4. What's the purpose of SEO?

- a) To help your content get found easily on search engines
- b) To help your book get found easily on search engines
- c) To help your audio get found easily on search engines
- d) To help your video get found easily on search engines

5. The internet is a consistent source of high quality, reliable information.

- a) True
- b) False

6. E-marketing affects traditional marketing in which of the following ways?

- a) Increases efficiency of traditional marketing functions
- b) Technologically transforms marketing strategies
- c) Marginalizes customer value but increases profitability
- d) Both A and B

7. What is SEO?

a) Save Every Outcome - An Algorithm that Instantly shows you Projected Website Traffic.  
b) Search Engine Outcome - The Page that results from a Search Engine Search.  
c) Search Engine Off - When your Website is not Found by the Search Engine  
d) Search Engine Optimization - The Process of Affecting the Visibility of a Website in a Search Engine's unpaid results—referred to as natural/organic/earned results.

8. What is meant by "white hat"?

- a) When marketers show up for work wearing white hats
- b) Dishonest techniques for gaining higher rankings
- c) Ethical and honest methods of increasing page rankings
- d) Software used to increase rankings

9. Subject lines of email that are shorter than 40 characters outperform longer ones.

- a) True
- b) False

10. Which of the following BEST describes email marketing?



- a) A strategy of sending customers a deluge of electronic messages about marketing products, sales and services
- b) A strategy of marketing products, encouraging sales, and educating customers via electronic messages
- c) A strategy of social media marketing through the use of Facebook, Twitter, and Instagram
- d) Ordering new products or services online from vendors or manufacturers

11. What is the name of content that has practical value and user value?

- a) useful
- b) funny
- c) commercial
- d) teaching

12. How many basic elements of a website?

- a) 6
- b) 7
- c) 8
- d) 9
- e) 10

13. Which e-marketing tool commonly used by marketers to communicate with potential and current customers via e-mail?

- a) content marketing
- b) mobile marketing
- c) e-mail marketing
- d) social media marketing

14. Which service provides information on how the site is indexed by search engine Google system?

- a) Google Analytics
- b) Google Webmasters
- c) Yandex Wordstat

***Stereotypical task (6 points)***

Formulate 1 transactional and 1 informational query with the words "plastic windows".

***Diagnostic task (9 points)***

You are marketer of a fashion boutique. Describe profile of your business:

What's your value proposition?

Who is your target audience?

How do you help meet customer needs?

What are your business goals?

***Heuristic task (11 points)***

Give an example of a trigger e-mail for an enterprise of any field of activity.

Approved at the meeting of Management and Business Department,

Protocol № \_\_\_ of « \_\_\_ » \_\_\_\_\_ 20\_\_ year.

Examiner  
Head of Department

PhD, Associate Professor Oksana MAZORENKO  
Doctor of Economics, Professor Tatyana LEPEYKO

### Assessment criteria

The final grade for the exam consists of the sum of the marks for the completion of all tasks, rounded to a whole number according to the rules of mathematics.

**Theoretical tests** (maximum score is 14 points).

Test tasks consist of 14 tests. **1 point** is given for each correct answer.

**Stereotypical task** (maximum score is 6 points).

**5 – 6** is put, if practical tasks performed on the whole correctly using the right algorithm.

**3 – 4** is put for full assimilation of the program material and ability to navigate in it, conscious application of knowledge to solve the problem of heuristics. Design of the completed task should be neat.

**1 – 2** is put for a partial ability to apply theoretical knowledge to solve practical problems, for not acquiring a large piece of material.

**0** is put for failure to do the task in general.

**Diagnostic tasks** (maximum score is 9 points).

**8 – 9** is put for full assimilation of the program material and the ability to navigate in it, conscious application of knowledge to solve practical situations. When performing diagnostic tasks, the student must make correct conclusions about the proposed situation and to formulate his own recommendation to improve the problem. Design of the completed task should be neat.

**6 – 7** is put for full assimilation of the program material and ability to navigate in it, conscious application of knowledge to solve the problem. Design of the completed task should be neat.

**4 – 5** treats partial ability to apply theoretical knowledge to solve practical problems, if the task is partially completed; the student's responses demonstrate an understanding of basic material provisions of the course.

**2 – 3** is put for acquiring a large piece of material, however, if a student performs a heuristic problem without sufficient understanding of the uses of educational materials and can not correctly perform all tasks.

**0 – 1** is put for failure to do the task in general.

**Heuristic tasks** (maximum score is 11 points).

**10 – 11** is put for deep knowledge of program material, the application to respond not only recommended, but additional literature and creative approach, a clear knowledge of concepts, methods, techniques, tools, ability to use them for specific practical problems, solving industrial situations. In the performance of heuristic problem, the student must provide the production version of the proposed decision on the situation and draw the appropriate conclusions. Design questions should be neat, logical and consistent.

**8 – 9** is put for full assimilation of the program material and ability to navigate in it, conscious application of knowledge to solve the problem of heuristic, if all requirements are provided for evaluation "8 points" in the presence of minor mistakes (i.e. approach to solving problems is true, but there were inaccuracies in the calculation of certain parameters), or not quite complete withdrawal by the results obtained by solving the problem. Design of the completed task should be neat.

**6 – 7** is put for the ability to apply theoretical knowledge to solve the problem of heuristic, if the majority of tasks one performed, and the student's response demonstrated understanding of the conceptual material of the discipline.

**4 – 5** is put for acquiring a large piece of material, however, if a student performs an heuristic problem without sufficient understanding of the uses of educational materials and can not correctly perform all tasks.

**2 – 3** is put for a partial ability to apply theoretical knowledge to solve practical problems, for not acquiring a large piece of material, if the student can not correctly perform the task facing many difficulties in the analysis of economic phenomena and processes.

**0 – 1** is put for failure to do the task in general.

## RECOMMENDED LITERATURE

### Main

1. Шталь Т. В. Міжнародний маркетинг [Електронний ресурс] : навч. посіб. / Т. В. Шталь, І. Е. Астахова, В. О. Козуб ; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. (1,34 МБ). - Харків : ХНЕУ ім. С. Кузнеця, 2019. - 274 с. - Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/23343>.
2. Lepeyko T. Basics of the Information Economy : textbook / T. Lepeyko, O. Mazorenko. – Kh. : Publishing House of KhNUE, 2013. – 140 p. - Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/11974>.
3. Котлер Ф. Маркетинг 4.0. Від традиційного до цифрового / Ф. Котлер, Г. Картаджая, І. Сетьяван ; пер. англ. К. Куницької, О. Замаєвої ; [пер. англ. К. Куницької, О. Замаєвої]. — 2-ге вид., випр. — Київ : КМ-БУКС, 2021. — 223 с.

### Additional

3. Сучасний маркетинг у цифровому просторі [Електронний ресурс] : монографія / Н. М. Лисиця, Г. О. Холодний, М. І. Ус [та ін.]. — Електрон. текстові дан. (3,43 МБ). — Харків : ХНЕУ ім. С. Кузнеця, 2023. — 204 с. - Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/30598>
4. Бутенко Д. С. Розвиток інтернет-маркетингу та його вплив на підприємницьку діяльність / Д. С. Бутенко, І. О. Кінас // Регіональна економіка та управління. - 2020. - 1(27). - С.50-55. - Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/23014>
5. Launch: How to Quickly Propel Your Business Beyond the Competition / Michael A. Stelzner. - NJ: Wiley, 2011. – 272 p.
6. Mazorenko O. V. How Covid-19 pandemic boosts the European and Ukrainian electronic commerce / O. V. Mazorenko // [Електронний ресурс] Економіка та суспільство – 2021. – № 25. – Access mode: <http://repository.hneu.edu.ua/handle/123456789/25950>
7. Mazorenko O. V. Modern aspects of organizing the marketing activity / O. V. Mazorenko, O. M. Myronova. // Економічний розвиток і спадщина Семена Кузнеця : матеріали V науково-практ. конф., 26–27 лист. 2020 р. : тези допов.— Одеса : «Гельветика», 2020. – С. 212–213. – Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/24670>
8. Pererva I. Use of creative marketing in the implementation of enterprise strategy / I. Pererva, O. Myronova // Economics of Development. – 2023. – 22(2). – P. 28–40. – Access mode: <http://repository.hneu.edu.ua/handle/123456789/29814>

### Information resources

9. Електронний каталог Національної бібліотеки України імені В. І. Вернадського. – Режим доступу: [www.nbuv.gov.ua](http://www.nbuv.gov.ua).
10. Електронний каталог Харківської державної наукової бібліотеки імені В. Г. Короленка. – Режим доступу: <http://korolenko.kharkov.com>.