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

ЗАТВЕРДЖЕНО
на засіданні кафедри
маркетингу

Протокол № 2 від 02.09.2024 р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи

_____ Каріна НЕМАШКАЛО

ІНТЕРНЕТ-МАРКЕТИНГ

робоча програма навчальної дисципліни (РПНД)

Галузь знань	**07 "Управління та адміністрування"**
Спеціальність	**075 "Маркетинг"**
Освітній рівень	**перший (бакалаврський)**
Освітня програма	**"Маркетинг"**

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

Розробник:
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Харків
2024

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

APPROVED
at the meeting of the department
marketing
Protocol № 2 of 2.09.2024

AGREED
Vice-rector for educational and methodical work
_____ Kateryna NEMASHKALO

INTERNET-MARKETING
Program of the course

Field of knowledge	**07 Management and administration**
Specialty	**075 Marketing**
Study cycle	**First (Bachelor)**
Study programme	**Marketing**

Course status	**Selective**
Language	**English**

Developers:
PhD (Economics),
Associate Professor _____ Sergii RODIONOV

Head of Marketing
Department _____ Lyudmila HRYNEVYCH

Head of Study
Programme _____ Olena NEBYLYTSIA

Kharkiv
2024

INTRODUCTION

Internet marketing as a component of traditional marketing is a highly powerful communication channel today. This has become possible due to the development of computer systems, technologies, and networks, especially the global Internet. The Internet, today, stands as one of the relevant tools for attracting new customers and maintaining consumer loyalty.

When utilizing Internet marketing, prices for goods and services become lower, as there is no need for the physical presence of the developer. Internet marketing tools such as auctions, online stores, electronic exchanges, Internet banking, and online advertising have already become commonplace in the work of modern marketers.

The course «Internet Marketing» is focused on developing students' competencies in the promotion of products online, e-commerce management, the creation of company websites, and the use of social media as an effective communication and advertising tool.

«Internet Marketing» is the course that studies modern technologies closely linked with marketing and allows optimizing the marketing-information toolkit for use in the economic activities of an enterprise. The object of the course is the processes of implementing Internet technologies in the marketing activities of an enterprise to facilitate its effective economic activities.

The subject of the course is the methods and ways of rational combining and effective use of all elements of the marketing mix at the enterprise level. Upon completion of the course, students should know the peculiarities, methods, and tools of Internet marketing, the structure of the electronic market, the specifics of conducting e-business, the essence, and significance of Internet marketing in managing the marketing activities of an enterprise, as well as the current state and trends in the development of Internet marketing and technologies.

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	Competences
LO1	GC4
LO3	GC6
LO4	SC9
LO7, LO16	GC9, SC5, SC10
LO19	GC11, SC15

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where, LO1. Show knowledge and understanding of the theory and principles of marketing activities.

LO3. Use learned theoretical knowledge to solve practical problems in marketing.

LO4. Collect and analyze necessary information, calculate economic and

marketing indicators, and justify management decisions using analytical and methodological tools.

LO7. Use digital technologies, communication tools, and software for effective marketing activities and applying marketing tools.

LO16. Meet the requirements for a modern marketer and improve personal professional skills.

LO19. Develop skills for creating creative marketing campaigns.

GC4. Ability to learn and acquire modern knowledge.

GC6. Knowledge and understanding of the field of study and professional activities.

GC9. Skills in using information and communication technologies.

GC11. Ability to work in a team.

SC5. Ability to correctly use marketing methods, techniques, and tools.

SC9. Ability to use marketing tools in innovative activities.

SC10. Ability to use marketing information systems for decision-making and develop recommendations to improve effectiveness.

SC15. Ability to create creative marketing campaigns.

COURSE CONTENT

Content module 1. Theoretical and methodological foundations of internet marketing

Topic 1. Essence of internet marketing

Key concepts of internet marketing. Essence of marketing tools in the internet. Formation of internet marketing, dynamics, and development trends. Principles of operation and advantages of internet marketing

Topic 2. Concept of internet advertising

Essence and specifics of advertising on the internet. Types of advertising and placement methods. Effectiveness and impact of internet advertising on the audience. Method of evaluating the effectiveness of internet advertising.

Topic 3. Marketing Research on the Internet.

Features of conducting marketing research on the internet. Advantages and disadvantages. Key tools for marketing research on the internet.

Topic 4. E-business and E-commerce.

Key concepts of E-business and E-commerce. Principles of E-business operation. E-commerce as a component of E-business. Advantages and disadvantages of E-business and E-commerce operation

Content module 2. Resources and Services of Internet Marketing

Topic 5. Social network as an effective communication and advertising tool

Concept and essence of social network. Promotion tools in social networks. Messenger marketing as a modern tool for consumer interaction

Topic 6. Creation, promotion, and maintenance of a company website

Basics of website creation and functionality. Principles of constructing website Content and usability. Features of website promotion and maintenance. Integration of the website with social media.

Topic 7. Social Media as an Effective Tool for Conducting Marketing Research the phenomenon of social media.

Modern internet technologies as an effective tool for the development of marketing activities in an enterprise

The list of practical (seminar) studies in the course is given in table 2.

Table 2

The list of practical (seminar) classes / tasks for the course

Topics and tasks	Content
Topic 1. Task 1.	Formation and Main directions of internet marketing
Topic 2. Task 2.	Concept and essence of internet advertising
Topic 3. Task 3.	Conducting marketing research
Topic 4. Task 4.	Functioning principles of E-business. E-commerce as a component of E-business.
Topic 5. Task 5.	Promotion tools in social networks. SMM marketing, targeted advertising, messenger marketing
Topic 6. Task 6.	Types and categories of websites; Features of website promotion and maintenance; Integration of the website with social media
Topic 7. Task 7.	Analysis of modern internet technologies; Features of customer relationship management (CRM) systems

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

Table 3

List of self-studies

Topic and task	Content
Topic 1 - 7	Studying lecture material and processing additional information on modern information technologies in marketing research
Topic 1 - 7	Preparation for practical
Topic 1 - 6	Individual work
Topic 7	Presentation
Topic 4, 7	Colloquium

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course to obtain certain learning outcomes, intensify the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 1, 3, 6), problem lecture (Topic 2, 4, 5), lecture-provocation (Topic 7)).

Visual (demonstration (Topic 1-7)).

Practical (practical work (Topic 1 – 7), presentation (Topic 4, 7).

FORMS AND METHODS OF ASSESSMENT

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

Current control is carried out during lectures, practical and seminars and aims to check the level of preparedness of the student for a specific job and is estimated by the sum of points scored:

− for disciplines with a form of semester control exam (exam): the maximum amount is 60 points; The minimum amount that allows a student to take an exam is 25 points.

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

Current control: competence-oriented tasks on topics (maximum score – 3 points (eleven competence-oriented tasks during the semester, total maximum number of points – 33)); presentation 1 (maximum score – 5 points), presentation 2 (maximum score – 6 points); final control work (maximum score – 16 points), the maximum amount is 60 points.

The final control includes semester control and certification of the student.

Semester control is conducted in the form of a semester exam.

The maximum amount of points that a student can receive during the semester is 100 points. The minimum amount for which the exam is considered passed is 60 points.

Semester control: Grading including Exam (40 points), the task of which is to check the student's understanding of the program material as a whole, the logic and relationships between individual sections, the ability to creatively use the accumulated knowledge, the ability to formulate one's attitude to a certain problem of the course "Internet marketing", etc.

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

An example of examination card

1. **Examples of tests (each of the tests contains one variant of the correct answer):**

   What is conversion in the context of electronic commerce?

   a) The number of clicks on advertisements

   b) The number of users who have completed a desired action (purchase, subscription, etc.) relative to the total number of visitors

   c) The number of page views

2. **An example of a diagnostic task:**

   Examine the specifics of internet marketing for small businesses. How can small companies maximize their online presence?

3. An example of a heuristic task

Describe the opportunities for utilizing electronic commerce for a hotel enterprise.

An assessment criteria

Each examination ticket consists of three tasks: theoretical tasks (consisting of 10 tests), one diagnostic task and one heuristic task.

The result of the semester exam is evaluated in points. The maximum number is 40 points (the maximum number of points for the performance of the test is 20 points; the maximum number of points for the performance of the diagnostic task is 10 points; the maximum number of points for the performance of the heuristic task is 10 points). The minimum amount to be counted is 25 points. The final result of the semester exam is entered in the corresponding column of the exam "Success record information".

The final exam score consists of the sum of points earned for completing all tasks, rounded to the nearest whole number according to standard rounding rules. The solution process for each task includes separate stages that differ in complexity, effort, and significance for solving the task. Therefore, individual tasks and their stages are evaluated separately as follows:

Table 4

Criteria for Evaluating Exam Tasks

№	Points	Evaluation Criteria
Test	0-20	Two point for each correct answer in the test task (maximum 20 points)
diagnostic task (max 10)	1-5	Limited or incorrect explanation of internet marketing principles. Few or no strategies are mentioned, and those provided lack relevance or practicality for small businesses.
	6-7	Some key strategies (like social media marketing, SEO) are mentioned but may not be fully developed or tailored to small business needs. Examples may be generic or partially relevant.
	8-10	A comprehensive explanation of internet marketing tailored to small businesses. Clear strategies (like leveraging social media, content marketing, local SEO, and email marketing) are discussed with practical examples. Solutions demonstrate how small companies can optimize their limited resources to increase visibility effectively.
heuristic task (max 10)	1-5	Incorrect or irrelevant examples (e.g., not related to the hotel industry). No clear application of tools like online booking systems or digital payment methods.
	6-7	Some opportunities (such as online booking and customer reviews) are mentioned but not fully developed. The response may overlook important aspects like channel partnerships or mobile optimization. Examples are somewhat relevant but may lack depth.
	8-10	A detailed and well-structured explanation of how e-commerce can benefit a hotel. Covers opportunities such as online reservations, digital marketing for promotions, dynamic pricing, and customer engagement through personalized experiences. Solutions demonstrate clear insights into improving customer experience and operational efficiency through technology.

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