

**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

МАРКЕТИНГ В ОНЛАЙН-СЕРЕДОВИЩІ

робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

**07 Управління та адміністрування
075 Маркетинг
перший (бакалаврський)
Маркетинг**

Статус дисципліни
Мова викладання, навчання та оцінювання

**вибіркова
англійська**

Розробник:
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Гарант програми

Олена НЕБИЛИЦЯ

Харків
2024

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

APPROVED

at the meeting of the department
of Marketing

Protocol № 2 of 02.09.2024



AGREED

Vice-rector for educational and methodical work

Karina NEMASHKALO

MARKETING IN THE ONLINE ENVIRONMENT

Program of the course

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

Course status

Elective

Language

English

Developers:
PhD (Economics),
Associate Professor

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of Marketing

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Kharkiv
2024

INTRODUCTION

With the development of the Internet, mobile technologies, and social media, companies have gained the ability to interact with consumers on a new level, leveraging digital platforms to create personalized and dynamic marketing strategies. These changes have necessitated a deep understanding of the tools and methods that enable companies to reach their target audience and retain their attention. The course “Marketing in the online environment” covers a wide range of topics related to the digitalization of entrepreneurship and e-business, including online promotion strategies, focuses on online marketing services and platforms, as well as online marketing security. Thus, studying the course “Marketing in the online environment” will help higher education students master the fundamentals of online marketing, develop effective digital strategies, and integrate the latest technologies into their professional activities, which is critically important in today's business environment.

The purpose of the course is to acquire fundamental knowledge of the theoretical principles and organizational-methodical foundations of the formation and functioning of marketing activities in the online environment, as well as practical skills in using Internet technologies to enhance the efficiency of marketing management within an enterprise.

The objectives of the course are to enable students to acquire knowledge and practical skills related to:

understanding the concepts and tools of digital marketing, their specific features, and advantages compared to traditional methods;

building communication with the target audience through the use of digital platforms and developing online marketing strategies;

utilizing online marketing tools and assessing the effectiveness of online campaigns;

addressing issues of legal compliance, data protection, and adherence to ethical standards in the digital environment.

The object of the course is the process of developing a system of knowledge and skills in higher education students for conducting marketing in the online environment.

The subject of the course is the theoretical and practical aspects of organizing and conducting marketing in the modern online environment.

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
LO3	GC7, SC14
LO7	GC9
LO8	SC13

LO3. The ability to apply the acquired theoretical knowledge to solve practical tasks in the field of marketing.

LO7. The ability to use digital information and communication technologies, as well as software products, necessary for the proper conduct of marketing activities and the practical application of marketing tools.

LO8. The ability to apply innovative approaches to the implementation of marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

GC7. The ability to apply knowledge in practical situations.

GC9. Skills in using information and communication technologies.

SC13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional context.

SC14. The ability to propose improvements to the functions of marketing activities.

COURSE CONTENT

Content module 1. Theoretical foundations of marketing in the online environment.

Topic 1. Key concepts and basic principles of marketing in the online environment.

1.1. The essence of the concept of “marketing in an online environment”.

Evolution, content and definition of marketing in the online environment. Basic concepts of online marketing: online advertising, SEO (search engine optimization), content marketing, email and social media marketing. Differences between traditional and digital marketing.

1.2. Target audience and personalization.

Methods for defining and analyzing the target audience. Using personalization to improve campaign effectiveness. Audience segmentation for more precise customization of advertising messages.

1.3. Efficiency and analytics in online marketing.

Definition of key performance indicators (KPIs) for online campaigns. Utilizing web analytics to evaluate results. Campaign optimization based on analytical data.

Topic 2. Integration processes of marketing on the Internet.

2.1. Integration of online and offline marketing.

Strategies for combining traditional and digital marketing activities. Channel interaction (e.g., multichannel). Benefits of using an omnichannel approach.

2.2. Marketing platforms and tools.

Using CRM systems to automate marketing processes. Platforms for integrating marketing channels (e.g. HubSpot, Salesforce). Analytics and customer relationship management.

2.3. Content as part of the integration process.

The role of content marketing in integration strategies. Using multimedia formats to engage the audience. Cross-platform content to enhance campaign effectiveness.

Topic 3. Main types of e-business.

3.1. Structure and types of e-business.

Structure of e-business: e-commerce; e-banking; e-advertising; e-insurance; e-education. Key tools of e-business. Characteristics of e-business.

3.2. Main e-business models: B2B, B2C, B2G.

B2B (Business-to-Business): features of electronic business models for companies; platforms and services for B2B communication; strategies for attracting customers in the B2B segment.

B2C (Business-to-Consumer): interaction with end consumers through electronic channels; online stores and marketplaces as primary B2C platforms; B2C trends in B2C business development (mobile shopping, social commerce).

C2C (Consumer-to-Consumer) and other models: platforms for consumer interaction (OLX, eBay); advantages and challenges of the C2C model; other types of e-business (G2C, B2G).

Topic 4. Digitalization of entrepreneurship.

4.1. Digital business transformation.

The role of technology in changing traditional business models. Benefits of digital transformation for enterprises. Impact on productivity and business process optimization.

4.2. Digitalization tools.

Use of cloud technologies, artificial intelligence and automation. Business management systems (ERP, CRM). Technologies for remote work and communication.

4.3. Digital marketing strategies.

Transition from traditional to digital marketing. Using data for decision-making. Key trends in digital marketing (voice search, chatbots).

Content module 2. Methodical foundations of marketing in the online space.

Topic 5. Fundamentals of Internet marketing.

5.1 . Types of internet marketing.

Search engine optimization (SEO) and pay-per-click advertising (PPC). Social media marketing (SMM). Content marketing and video marketing.

5.2. Key tools of internet marketing.

Google Ads, Facebook Ads and other advertising platforms. Email marketing as an effective communication channel. Automation of marketing processes.

5.3. Development of an internet marketing strategy.

Setting goals and defining KPIs. Choosing promotion channels based on business specifics. Evaluation and adjustment of the strategy based on analytics.

Topic 6. Services and platforms for online marketing.

6.1. Platforms for content and advertising management.

Tools for creating and publishing content (WordPress, Medium). Platforms for launching advertising campaigns (Google Ads, Facebook Ads). Features of various advertising services.

6.2. Analytics and monitoring services.

Google Analytics, Hotjar for user behavior analysis. Tools for SEO analytics (SEMrush, Ahrefs). Systems for brand monitoring in social networks.

6.3. CRM systems and marketing automation.

Using CRM for customer relationship management. Services for automating mailings and other marketing processes (Mailchimp, HubSpot). Integrating CRM with other marketing tools.

Topic 7. Fundamentals of security in online marketing.

7.1. User data protection.

Basics of GDPR and other data protection standards. Encryption and secure data storage. Prevention of data breaches and fraud.

7.2. Security of marketing platforms.

Protection of accounts on social networks and advertising platforms. Methods to prevent unauthorized access. Antivirus and anti-phishing measures.

7.3. Ethical aspects of security in marketing.

Applying ethical standards in data collection and processing. Avoiding deceptive practices and manipulation. Compliance with legal regulations in digital marketing.

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

Table 2

The list of practical studies

Title of the topic and / or task	Content
Topic 1. Task 1.	Solving cases based on examples of companies using digital channels to attract customers.
Topic 2. Task 2.	Solving tasks using platforms for integrating marketing channels.
Topic 3. Task 3.	Solving problems in the analysis of various electronic business models (B2B, B2C, C2C) and comparing them according to the following criteria: target audience, business platforms, marketing strategies.
Topic 4. Task 4.	Solving a case on analyzing tools and platforms used by companies to optimize business processes and increase productivity.
Topic 5. Task 5.	Solving a task on analyzing promotion channels, analytics tools, and KPIs used to evaluate the success of an online marketing campaign.
Topic 6. Task 6.	Solution to the case “Analysis of services and platforms for managing a marketing campaign”.
Topic 7. Task 7.	Solving the case “Development of measures to protect company and user data”.

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

Table 3

List of self-studies

Title of the topic and / or task	Content
Topic 1 – 7.	Search, selection and review of literature on a given topic.
Topic 1.	Preparing a presentation on the topic: “The difference between traditional and online marketing”.
Topic 2.	Completion of an individual research project on the topic: “Development of a plan for integrating offline and online marketing for a company selling sports equipment”.
Topic 3.	Preparation of a presentation on the topic: “Comparison of platforms for conducting e-business”.
Topic 4.	Completion of an individual research project on the topic: “Development of a business plan for a small company transitioning to digital technologies”.
Topic 5.	Preparation of a presentation on the topic: “Online marketing strategy for a small company based on the chosen type of business”
Topic 6.	Preparation of a presentation on the topic: “Comparison of platforms for managing marketing campaigns”.
Topic 7.	Preparation of a presentation on the topic: “Security threats in online marketing”.

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

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

- verbal (lectures (topics 1 – 5), problem-based lectures (topics 6, 7);
- visual (demonstration (topic 1 – 7);
- practical (practical studies (topics 1 – 7), case-study (topics 1, 4, 6, 7).

FORMS AND METHODS OF EVALUATION

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

Current control is carried out during lectures and practical classes and is aimed at checking the level of readiness of the higher education student for completing specific tasks and is assessed by the total number 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 during the exam session (maximum score is 40 points, minimum score that allows the student to pass exam is 25 points).

The final grade in the course is determined:

– for courses 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: completion of individual research projects (10), preparation of presentations (10 points), tests (40 points).

Semester control: Grading including Exam (40 points).

Final control includes semester control and certification of the student.

Semester control: Exam.

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 075 “Marketing”

Study Programme “Marketing”

Course “Marketing in the online environment”

Theoretical part: Tests (20 points).

1. Is the statement "In the information age, the main commodity is material objects" true?

- a) Yes
- b) No

2. Choose the stages of e-business:

- a) marketing
- b) production
- c) sale
- d) payment

3. Consumer segmentation and targeting mass customers are tools of:

- a) electronic marketing
- b) traditional marketing

4. What are SERMs?

- a) reputation management
- b) remarketing
- c) retargeting
- d) website promotion

5. The advertisement that is displayed when a user enters the corresponding keyword for which the advertiser's campaign is configured is called

- a) contextual advertising
- b) viral advertising
- c) banner advertising

d) "product ads"

6. The strategy in which a company interacts directly with the end consumer through advertising and product promotion is called:

- a) pull strategy
- b) push strategy

7. Is the statement correct: "The best placement for a banner on the Internet is at the bottom of the page, after the user has viewed everything"?

- a) yes
- b) no

8. Choose a type of online advertising whose mechanism is based on paying for advertising only if the ad leads to a sale.

- a) CPA advertising on the Internet
- b) teaser advertising on the Internet
- c) mobile Internet advertising
- d) viral advertising on the Internet

9. A type of advertising material whose main task is to attract the attention of Internet users (possibly potential buyers) and appeal to them so much that they are willing to share this advertisement with others on their own (possibly without even realizing that they are sharing an advertisement rather than interesting information, etc.) is

- a) viral advertising on the Internet
- b) teaser advertising on the Internet
- c) video advertising on the Internet
- d) mobile Internet advertising

10. Technologies for collective development of a website and filling it with information (content) are called:

- a) wiki
- b) geoservices
- c) applications

Practical part (20 points):

Task 2 (diagnostic) (6 points)

Explain the essence and content of internet auctions as a form of marketing activity in the online environment. Provide examples.

Task 3 (heuristic) (14 points)

Choose any well-known enterprise or propose your own business and create a media plan for an advertising campaign on the Internet. Calculate the budget.

Approved at the meeting of the department of Marketing,
Protocol № ____ of «__» _____ 20__ year.

Examiner

PhD, Associate Professor Iuliia KOTELNIKOVA

Head of the Department

Doctor of Economics, Professor Lyudmila HRYNEVYCH

Evaluation criteria

The exam card covers the course program and is designed to determine the level of knowledge and the degree of competence acquisition by students. Each exam card consists of standard tasks (10 test questions), for which a student can receive 20 points

(2 points for each correct answer); a diagnostic task, for which a student can receive 6 points; and one heuristic task worth 14 points. The tasks in the exam card involve solving typical professional tasks of a specialist in the workplace and allow diagnosing the student's level of theoretical training and the level of his competence in the course.

To assess the level of compliance of students in solving practical tasks, the following criteria are used:

Diagnostic task. Score 5.4 – 6 points are given if a detailed answer is provided. Examples are given.

A score of 5.3 – 4.4 points is given if a general answer to the question is provided, there are no examples; or if the task is properly completed and not less than 70% completed.

A score of 4.3 – 3.6 points is given if the task is completed by at least 50%, provided that it is properly completed.

Heuristic task. A score of 12 – 14 points is awarded for full mastery of the program material and the ability to navigate it, the use of additional materials, and demonstrations of creativity. The student shows a conscious application of knowledge to solve practical situations. When performing the heuristic task, the student must draw correct conclusions about the proposed production situation and formulate their own recommendation for improving the issue. The completed task must be neatly presented

A score of 10 – 11 points is awarded for the complete execution of the task but with a lack of creative approach and demonstration of knowledge of additional material. Overall, the task is methodologically performed correctly and neatly presented.

A score of 8 – 9 points is awarded for partial ability to apply theoretical knowledge to solve practical tasks; provided that the task is partially completed and the student demonstrated an understanding of the main concepts of the course material.

A score of 7 or less is awarded to a student for insufficient mastery of a significant portion of the program material; if the student applies the course material without sufficient understanding when performing the heuristic task, cannot complete the task correctly, and faces significant difficulties in analyzing economic phenomena and processes.

RECOMMENDED LITERATURE

Main

1. Online marketing: How to create an online marketing strategy. URL: <https://www.shopify.com/blog/online-marketing>
2. Silva C. What Is Online Marketing? Everything You Need to Know in 2024. URL: <https://www.semrush.com/blog/online-marketing/>
3. Understanding the digital marketing environment. URL: <https://www.melinakmiller.com/understanding-the-digital-marketing-environment/>
4. What is online marketing? URL: <https://www.optimizely.com/optimization-glossary/online-marketing/>

Additional

5. Gvozdytskyi V. Transforming of traditional commerce into e-commerce: Trends in the world and in Ukraine / V. Gvozdytskyi // Development Management. - 2023. - 21(1). - P. 36 – 45. URL: <http://www.repository.hneu.edu.ua/handle/123456789/29857>

6. Gustavsen A. From SEO to Social Media: What Are the 8 Types of Digital Marketing? 2024. URL: <https://www.snhu.edu/about-us/newsroom/business/types-of-digital-marketing>

7. Kotelnikova Iu. Using artificial intelligence in internet marketing / Iu. Kotelnikova. Маркетинг в Україні : міжнародна науково-практична Інтернет-конференція, 20 жовтня 2023р. Київ : КНЕУ, 2023. С. 429–431. Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/30741>

8. Котельникова Ю. М., Дідик Д. О., Хороших В. В. Цифровий маркетинг: регіональні та глобальні виміри у повоєнному періоді. Академічні візії. 2023. № 23. Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/30740>

Information resources

9. On electronic commerce (e-commerce): Law of Ukraine from April 26, 2017. № 67519. URL: <https://zakon.rada.gov.ua/laws/show/675-19?lang=en#Text>

10. On Information: Law of Ukraine from October 2, 1992. № 2657-XII. URL: <https://zakon.rada.gov.ua/laws/show/2657-12?lang=en#Text>

11. On the Basic Principles of Cybersecurity in Ukraine: Law of Ukraine from June 21, 2018. № 2469-VIII. URL: <https://zakon.rada.gov.ua/laws/show/2163-19?lang=en#Text>

12. Official website of the Ukrainian Marketing Association. URL: <https://uam.in.ua/en/home/>