

INTERNET MARKETING AND E-COMMERCE  
**COURSE SYLLABUS ABSTRACT**  
of higher education institution

**Speciality 1-28 01 02 – Digital Marketing**

	STUDY MODE					
	full-time		Part-time		Part-time (shortened program)	
Year	3		4	5	3	4
Semester	5	6	8	9	6	7
Lectures, hours	68	34	16	10	16	10
Laboratory classes, hours	50	34	12	10	12	8
In-class test, (semester, hours)			8, 2	9, 2	6, 2	7, 2
Course paper, semester		7		10		8
Exam, semester	5	6	8	9	6	7
Contact hours (including guided independent study)	118 (12)	68 (8)	30	22	30	20
	186		52		50	
Independent work, hours	106	78	194	124	194	126
	184		318		320	
Total course duration in hours / credit units	224/6,0	146/4,0	224/6,0	146/4,0	224/6,0	146/4,0
	370/10,0					

**1. Brief content of the academic discipline:** Web Fundamentals. Website as the basis of business on the Internet. The concept and structure of the e-commerce market. e-commerce systems. Payment systems on the Internet and their security. Mobile marketing and mobile commerce. Search marketing and SEO technologies. Advertising and PR on the Internet

**2. Learning outcomes: the student must know::** basic methods of using telecommunications for marketing and commerce; methods of planning and organizing marketing activities for specific business goals; methods of organizing international economic relations between business entities; the main directions and trends in the development of electronic business (advertising, sale of goods and services, banking and payment transactions, information support and customer service, stock market, scientific and information services, etc.); **be able to:** plan online advertising campaigns; develop websites for businesses; to carry out search engine optimization of sites; plan and implement social media marketing activities; **own:** Internet marketing and e-commerce software.

**3. Competences being formed:** be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems (AC-1), be proficient in systemic and comparative analysis (AC-2), have research skills (AC-3), be able to work independently (AC-4), to be able to generate new ideas (be creative) (AK-5), to be proficient in interdisciplinary approach to solving problems (AC-6), to have oral and written communication skills (AK-8); to be able to learn, improve their skills throughout their lives (AK 9), to use the basic laws of natural sciences in their professional activities (AC-10), to navigate the basic provisions of economic theory, apply them taking into account the market economy (AK-13); to organize their work on a scientific basis, independently evaluate the results of their activities (AC-14), possess the qualities of citizenship (SLC-1), be capable of social interaction (SLC-2), be able to interpersonal communications (SLC-3), be capable of criticism and self-criticism (SLC-5), be able to work in a team (SLC- 6), to analyze the market situation and forecast demand using mathematical and software tools (PK 7), to develop a marketing strategy (definition of the market and its segmentation, selection of target segments, positioning and development of a marketing mix) (PC-8), to develop pricing strategies, pricing forms and models, discount policies (PC-9), conduct web analytics, analyze the interests and behavior of the target audience of the resource, and manage the flow of site visitors (traffic) and its effectiveness (conversion) (PC-10), to manage the structure and content (content) of the website, analyze and optimize the usefulness, comfort and understandability (usability) of the website for the user, set technical tasks for designers and developers, monitor their implementation (PC-11); to carry out electronic PR, blogging of the organization, online copywriting, creation of news, press releases and articles, as well as their publication on various sites in order to promote the brand, build loyalty, disseminate information about the company and services, as well as attracting Internet users to the site (PC-12); to plan and conduct campaigns of corporate mailings of marketing materials by e-mail (PC-13); use mobile marketing technologies to promote products and brands, including marketing through mobile applications and working with QR codes (PC-14).

**4. Requirements and forms of current and intermediate certification**

The module-rating system is used. Intermediate certification: assessment of laboratory works , tests. Current certification: exam.