

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	
Year	2	3	3	4
Semester	4	5	6	7
Lectures, hours	34	16	8	4
Laboratory classes, hours	16	34	4	8
Exam, semester			6, 2	7, 2
Contact hours (including guided independent study)		6		8
Course paper	4	5	6	7
Exam, (semester, hours)	50	50	14	14
Contact hours	100		28	
Independent work, hours	58	58	202	202
	116		188	
Year	108/3,0	108/3,0	108/3,0	108/3,0
	216/6,0			

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: UK-5 - to have the skills of self-development and improvement in professional activities; UK-6 - take the initiative and adapt to changes in professional activities; BOD - 15 - to implement a marketing mix on the Internet to improve the efficiency of the organization;

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.