

INTERNET MARKETING AND E-COMMERCE

COURSE SYLLABUS ABSTRACT

Speciality 6-05-0611-04 Electronic economy

Concentration Electronic Marketing

	STUDY MODE			
	full-time		Part-time	
Year	3	3	3	4
Semester	5	6	6	7
Lectures, hours	34	16	8	4
Laboratory classes, hours	16	34	4	8
In-class test (semester, hours)			6 (2 hours)	7 (2 hours)
Course paper		6		7
Pass/fail, semester	5		6	
Exam, semester		6		7
Contact hours	50	50	14	14
	100		28	
Independent study, hours	116		188	
Total course duration in hours / credit units	108/3,0	108/3,0	108/3,0	108/3,0
	216/6,0			

1. Course outline

The basics of e-commerce. E-commerce as a part of e-commerce. Forms of electronic commerce. E-commerce models. E-commerce in the service sector. Organization of payment for goods and services on the Internet. Legal regulation of electronic commerce. Evaluating the effectiveness of e-commerce. The basics of Internet marketing. A website as the basis of communication on the Internet. Search engine marketing. Mobile marketing. Social media marketing. Guerrilla marketing. Content marketing and affiliate marketing. Internet marketing tools.

2. Course learning outcomes: upon completion of the course, students will be expected to

- know: methods of using telecommunications for marketing and commerce; methods of planning and organizing marketing events on the Internet; directions and trends in the development of Internet marketing and e-business;
- be able to: plan online advertising campaigns; develop enterprise websites; perform search engine optimization of websites; plan and implement social media marketing activities;
- to possess a skill: working with Internet marketing and e-commerce software.

3. Competencies

Implement a marketing complex on the Internet.

Possess the basics of research activities, search, analyze and synthesize information.

Be capable of self-development and improvement in professional activity.

Take the initiative and adapt to changes in professional activity.

4. Requirements and forms of midcourse evaluation and summative assessment

The module-based rating system is used. Mid-course evaluation: defending of reports on laboratory classes. Summative assessment: exam.