INTERNET MARKETING

COURSE SYLLABUS

Code and name of specialty	121 Software Engineering 122-Computer Science 126-Information Systems and technologies	**Institute / faculty**	**Computer Sciences and Software Engineering**
Program name	Software Engineering Computer Science and Intelligent Systems Information Systems Software	**Department**	Software Engineering and Management Information Technologies
Type of program	**Educational and Professional**	**Language of instruction**	**Ukrainian**

LECTURER

Maryna Vovk — ***maryna.vovk@khpi.edu.ua***

Ph.D., Associate Professor at the Department of Software Engineering and Management Information Technologies of NTU «KhPI». Prepared and published more than 30 research papers and textbooks (Google Scholar: https://scholar.google.com/citations?hl=ru&user=YEmGWLkAAAAJ&view_op=list_works&sortby=pubdate; ORCID: https://orcid.org/0000-0003-4119-5441; Scopus: https://www.scopus.com/authid/detail.uri?authorId=57203517746).
Leading lecturer of courses: "Project Management" (*in Ukrainian and English*), "Fundamentals of Software Project Management" (*in Ukrainian and English*), "Innovation and Entrepreneurship" (*in Ukrainian and English*).

GENERAL DESCRIPTION OF THE COURSE

Summary	The course “Internet Marketing” is an academic discipline from the profiled package of disciplines 02 "Software Development and Startup". It is taught in the third semester in the amount of 120 hours (4 ECTS credits), in particular: lectures – 32 hours, laboratory classes – 16 hours, independent work – 72 hours. There are no individual tasks.
Course objectives	Providing theoretical and practical knowledge to students in Internet marketing, consideration of concepts and methodologies of Internet marketing, features of the virtual environment for marketing research, products, pricing, distribution and communications on the Internet
Types of classes and control	Lectures, laboratory classes. Continuous assessment – laboratory works, intermediate modular assessment. Final assessment – credit test
Term	3

Student workload (credits) / Type of course	4 / Elective	**Lectures (hours)**	32	**Laboratory**	16	**Self-study (hours)**	72

				classes (hours)			

Program competences	GC 1. Ability to abstract thinking, analysis and synthesis. GC 2. Ability to apply knowledge in practical situations. GC 3. Ability to understand the subject area and professional activity. GC 5. Ability to learn and master modern knowledge. GC 6. Ability to search, process and summarize information from various sources. 122-GC10. GC10. The ability to be critical and self-critical. 121- PC21. Ability to assess and take into account economic, social, technological and environmental factors affecting the sphere of professional activity. 122-PC6. Ability to think systematically, apply the systems analysis methodology to study complex problems of different nature, methods of formalization and solution of system problems with conflicting goals, uncertainties, and risks. 122-PC15. Ability to analyze and perform functional modelling of business processes, construction and practical application of functional models of organizational, economic, and production-technical systems, methods of risk assessment of their design. 126-PC 8. Ability to manage the quality of products and services of information systems and technologies during their life cycle. 126-PC 12. Ability to manage and use modern information and communication systems and technologies (including those based on the use of the Internet). 126-PC 14. Ability to form new competitive ideas and implement them in projects (startups).

Learning outcomes	**Teaching and learning methods**	**Forms of assessment (continuous assessment CAS, final assessment FAS)**
121- PO24. Be able to calculate the economic efficiency of software systems. 122- PLO8. Use the methodology of system analysis of objects, processes, and systems for the tasks of analysis, prediction, management, and design of dynamic processes in macroeconomic, technical, technological, and financial objects. 126-PLO 9. Carry out a systematic analysis of the architecture of the enterprise and its IT infrastructure, to develop and improve its element base and structure. 126-PLO 10. Understand and take into account social, environmental, ethical, economic aspects, requirements of labor protection, industrial sanitation, fire safety and existing state and foreign standards in the formation of technical tasks and solutions.	Interactive lectures with presentations, discussions, laboratory classes, teamwork, case method, student feedback method, problem-based learning	Written individual assignments for laboratory works (CAS), assessment of knowledge in laboratory classes (CAS), express surveys (CAS), online tests (CAS), final/semester control in the form of a semester exam, according to the schedule of the educational process (FAS)

ASSESSMENT AND GRADING

Ranges of points corresponding	**core (points) for all types of learning activities**	**ECTS grading scale**	**The national grading scale**	**Allocation of grade points**	
	90-100	A	excellent		**100% Final assessment** as a result of Final exam (30%) and Continuous assessment (70%). **30% Final exam**
	82-89	B	good		

ng to grades	74-81	C			**70% Continuous assessment**: Module №1 (10%) Module №2 (10%) Laboratory works (50%) Laboratory work №1 (10%) Laboratory work №2 (10%) Laboratory work №3 (10%) Laboratory work №4 (10%) Laboratory work №5 (10%)
	64-73	D	satisfactory		
	60-63	E			
	35-59	FX	Unsatisfactory (with the exam retake option)		
	0-34	F	Unsatisfactory (with mandatory repetition of the course)		

Course policy	Students must attend all classes according to the study schedule and adhere to the norms of academic ethics. To study the course, students need to have their personal computer and (or) use computers of the computer center at the department. Students must work with compulsory and recommended reading, including Internet resources. Students must complete and submit all laboratory works during the semester in which the course is taught, before the examination session. The final assessment is not carried out without the personal presence of students.

COURSE STRUCTURE AND CONTENT

Lecture 1	Formation of Internet marketing	**Laboratory work 1**	Internet marketing tools	**Self-study**	Elaboration of lecture material Preparation for laboratory classes Independent study of topics and issues that are not taught in lectures
Lecture 2	Search for marketing information in a virtual environment	**Laboratory work 2**	Customer profiling. Funnel formation sale.		
Lecture 3	Internet audience. Customer profiling				
Lecture 4	Strategic decisions in internet marketing	**Laboratory work 3**	Internet marketing strategy. Integration of offline and online marketing.		
Lecture 5	Marketing product policy on the Internet				
Lecture 6	Marketing pricing and sales policy on the Internet	**Laboratory work 4**	Canvas business model.		
Lecture 7	Marketing communication				

	policy on the Internet				
Lecture 8	The marketing activity efficiency on the Internet	**Laboratory work 5**	SWOT-analysis - information management tools. Google Analytics.		
Lecture9	Fundamentals of web analytics in the system of Internet marketing				

RECOMMENDED READING

Compulsory

1. Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition by Simon Kingsnorth, 2019.
2. See You on the Internet: Building Your Small Business with Digital Marketing. Front Cover. Avery Swartz. Avery Swartz, 2020. Electronic books.
3. Digital Marketing For Dummies, 2nd Edition (For Dummies (Business & Personal Finance)) 2nd Edition by Deiss, 2020.
4. ONLINE MARKETING BOOT CAMP: The Proven 10-Step Formula To Turn Your Passion Into A Profitable Business, Create An Irresistible Brand Customers Will. And For All! (Influencer Fast Track Series) by Gundi Gabrielle, 2020.

Recommended

1. Donald Miller & Peterson Dr. J. J. (2020). Marketing Made Simple: A Step-by-Step Story Brand Guide for Any Business by.
2. Miller Donald. (2017). Building a Story Brand: Clarify Your Message So Customers Will Listen by.
3. Nicholas Webb. (2016). What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint Hardcover by.

Academic integrity

Graduate students are expected to adhere to the Code of Ethics of Academic Relations and Integrity" of NTU "KhPI".

The content of this syllabus is consistent with the course program.