Internet Marketing

Specialty 121 – Software Engineering 122 – Computer Science	**Institute** Institute of Computer Science and Information Technology
Educational program Software Engineering Computer Science and Intelligent Systems	**Department** Software Engineering and Management Intelligent Technologies (321)
Level of education Bachelor's level	**Course type** Special (professional), Mandatory
Semester 7	**Language of instruction** English, Ukrainian

Lecturers and course developers

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Web of Science: https://www.webofscience.com/wos/author/record/T-7377-2018

More about the lecturer on the department's website

General information

Summary

Studying the features of the virtual environment for marketing research, products, pricing, distribution and communications on the Internet.

Course objectives and goals

Providing theoretical and practical knowledge to students in Internet marketing, consideration of concepts and methodologies of Internet marketing.

Format of classes

Lectures, laboratory classes, self-study, consultations. Final control in the form of a credit.

Competencies

121 - Software engineering
K01. Ability to abstract thinking, analysis and synthesis.
K02. Ability to apply knowledge in practical situations.
K03. Ability to understand the subject area and professional activities.
K05. Ability to learn and master modern knowledge.

K06. Ability to search, process and summarize information from various sources.
K21. Ability to evaluate and take into account economic, social, technological and environmental factors affecting the field of professional activity.
122 - Computer Science
GC7. Ability to search, process and analyze information from various sources.
GC10. Ability to be critical and self-critical.
PC6. Ability to think systematically, apply the methodology of system analysis to study complex problems of different nature, methods of formalization and solution of systemic problems with conflicting goals, uncertainties and risks.
PC15. Ability to analyze and functional modeling of business processes, build and apply functional models of organizational, economic, production and technical systems, methods of risk assessment of their design.

Learning outcomes

121 - Software engineering
PO24. Be able to calculate the economic efficiency of software systems.
122 - Computer science
PLO8. To use the methodology of system analysis of objects, processes and systems for the tasks of analysis, forecasting, management and design of dynamic processes in macroeconomic, technical, technological and financial objects.

Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures – 16 hours, laboratory classes – 16 hours, self-study – 88 hours.

Course prerequisites

Startup business planning

Features of the course, teaching and learning methods, and technologies

Teaching and learning methods:
interactive lectures with presentations, discussions, laboratory classes, teamwork, case method, student feedback, problem-based learning.
Forms of assessment:
written individual assignments for laboratory work (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).

Program of the course

Topics of the lectures

Topic 1. Formation of Internet marketing
Topic 2. Search for marketing information in a virtual environment
Topic 3. Internet audience. Customer profiling
Topic 4. Strategic decisions in internet marketing
Topic 5. Marketing product policy on the Internet
Topic 6. Marketing pricing and sales policy on the Internet
Topic 7. Marketing communication policy on the Internet
Topic 8. The marketing activity efficiency on the Internet
Topic 9. Fundamentals of web analytics in the system of Internet marketing

Topics of the workshops

Workshops are not provided within the discipline.

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Topics of the laboratory classes

Topic 1. Internet marketing tools.
Topic 2. Customer profiling. Funnel formation sale.
Topic 3. Internet marketing strategy. Integration of offline and online marketing.
Topic 4. Canvas business model.
Topic 5. SWOT-analysis - information management tools. Google Analytics.

Self-study

Individual assignments are not provided in the curriculum.
Students are recommended with additional materials (videos, articles) for self-study and processing.

Course materials and recommended reading

Key literature

1. Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing (2nd ed.).
2. Swartz, A. (2020). See You on the Internet: Building Your Small Business with Digital Marketing [Front Cover]. Electronic books.
3. Deiss. (2020). Digital Marketing For Dummies (2nd ed.). For Dummies (Business & Personal Finance).
4. Gabrielle, G. (2020). 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).

Additional literature

1. Miller, D., & Peterson, J. J. (2020). Marketing Made Simple: A Step-by-Step Story Brand Guide for Any Business.
2. Miller, D. (2017). Building a Story Brand: Clarify Your Message So Customers Will Listen.
3. Benjamin Sweeney (2022) Digital Marketing QuickStart Guide: The Simplified Beginner's Guide to Developing a Scalable Online Strategy, Finding Your Customers, and Profitably Growing Your Business.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% Final assessment as a result of Final exam (30%) and Continuous assessment (70%).
30% Final exam
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%)

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be

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openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/

Approval

Approved by	08.06.2023	**Head of the department** Ihor HAMAIUN
	08.06.2023	**Guarantors of the educational programs** Andrii KOPP Uliya LITVINOVA

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