

Syllabus
of the discipline “**Electronic marketing**”
Specialty 073 - Management
Specialization “Business Administration”
Level of education – bachelor
4 course, 1 semester, 5 credits
(lectures – 34 hours, laboratory lessons – 30 hours, independent work – 86 hours)

Lecturer: PhD in Economics, Assoc. Prof. Mazorenko O. V.

oksana.mazorenko@gmail.com

Management and business department

Teacher (practical classes): Senior Lecturer Balanovych A. M.

anyanyuta@gmail.com

Management and business department

A brief summary of the discipline. This academic discipline examines the patterns of development of theoretical concepts of marketing, the marketing system of the enterprise, the processes of operational and strategic management of marketing of enterprises of various forms of ownership, taking into account modern information trends.

As a result of learning the discipline students must have the following **competence:** the study of the discipline helps acquiring system knowledge on the theoretical foundations and organizational and methodical foundations of the formation and functioning of the system of electronic marketing in the enterprise, practical skills on the use of elements of electronic commerce in improving the efficiency of enterprise management in market conditions.

Content of the discipline

Structure of lectures

Topic 1. Essence and main characteristics of e-business, e-commerce, electronic and Internet marketing

Common features and differences between the concepts of e-business, e-commerce, e-marketing, and internet marketing. Content and features of electronic marketing.

Topic 2. Technologies and tools for e-marketing

Areas of application and tasks of electronic marketing. Marketing research on the Internet. Promotion of goods and services on the Internet. E-mail marketing.

Topic 3. Fundamentals of content optimization

Content marketing. Search engine optimization. Content optimization.

Topic 4. Effectiveness of advertising campaigns

Fundamentals of E-Marketing Effectiveness Analysis. Criteria and Performance Indicators for Internet Advertising. Gathering information to assess the effectiveness of Internet advertising.

Topic 5. The theory of e-commerce

The process of buying in an online store. The process of paying for goods in an online store. Classification of online stores.

Topic 6. Virtual exchanges

The essence and purpose of virtual exchanges. Securities Market.

Structure of laboratory classes

Topic 1. Essence and main characteristics of e-business, e-commerce, electronic and Internet marketing

Significance and practice of using e-marketing in selected branches of the economy.

Topic 2. Technologies and tools for e-marketing

Estimates of compliance of the website of the real enterprise with the basic principles of building an effective commercial site.

Topic 3. Fundamentals of content optimization

Formation of content and semantic core of a commercial website.

Topic 4. Effectiveness of advertising campaigns

Research of the market of real goods sale by means of electronic marketing.

Topic 5. The theory of e-commerce

Planning an advertising campaign of the company on the Internet.

Topic 6. Virtual exchanges

Calculation of the communicative and economic efficiency of an advertising campaign on the Internet.

Evaluation criteria

Taking into account the importance of each form of current control, the success of student training of the course is evaluated in the corresponding scores (Table 1) by the formula:

$$R = 4*A + 2*B + C + 17*E + 15*F + G,$$

where R is the final maximum score that a student can obtain for the successful completion of all forms of current control;

A is the maximum number of points a student can get for the task on the topic (A = 6);

B is the maximum number of points a student can get for the theoretical control work on the content of the content module ($B = 4$);

C is the maximum number of points a student can get for the practical control work ($B = 12$);

E is the maximum number of points a student can get for active work at a lecture ($E=0,5$);

F is the maximum number of points a student can get for active work at a practicals ($F=0,5$);

G is a is the maximum number of points a student can get for exam ($G=40$).

Summary evaluation of the discipline in accordance with the Methods of transferring indicators of students' success into university assessment scale ECTS is converted to the grade on a scale of ECTS (tab. 2).

Table 2

Transference of University Characteristics of Students' Progress into the System of the ECTS Scale

Assessment of the Simonh Kuznets Kharkiv National Univresity of Economics scale	ECTS assessing scale	Assessment due to the national scale	
		для екзамену, курсового проекту (роботи), практики	для заліку
1	2	3	4
90 – 100	A	excellent	passed
82 – 89	B	good satisfactory	passed
74 – 81	C		
64 – 73	D		
60 – 63	E		
35 – 59	FX	unsatisfactory	not passed

Form of control. Exam.

Recommended literature

1. Концептуальні засади менеджменту в інформаційній економіці: Монографія / За заг. ред. д.е.н., проф. Лепейко Т. І. – Харків: Вид ХНЕУ, 2010. – 252 с.

2. Лепейко Т. І. Маркетинговий менеджмент: Навчальний посібник / Т. І. Лепейко, І. О. Кінас, А. В. Котлик. – Х: Вид. ХНЕУ, 2012. – 103 с.

3. Литовченко І. Л. Інтернет-маркетинг [Текст] : навч. посіб. – К. : ЦУЛ, 2011. – 331 с.
4. Мазоренко О. В. Менеджмент інформаційної сфери: Навчальний посібник / Т. І. Лепейко, О. В. Мазоренко, А. С. Сорокіна. – Х: Вид. ХНЕУ, 2011. – 135 с.
5. Практикум з навчальної дисципліни "Електронний маркетинг" для студентів спеціальності "Бізнес-адміністрування" всіх форм навчання [Текст] / укл. І.О. Кінас, А.В. Котлик; Харківський національний економічний університет. – Х. : ХНЕУ, 2011. – 74 с.
6. Тимонин А. М. Маркетинг: Курс лекцій / А. М. Тимонин. – Х.: ИД «ИНЖЭК», 2006. – 76 с.