



**Syllabus of the educational discipline**  
*«Electronic marketing»*

<b>Specialty</b>	<i>073 Management</i>
<b>Educational program</b>	<i>073.040 Business Administration</i>
<b>Level of education</b>	<i>First (bachelor)</i>
<b>Discipline status</b>	<i>Selective</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>3 course, 5 semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 30 hours. Laboratory studies – 30 hours. Independent training – 90 hours.</i>
<b>Form of final assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Management and Business Department, 703 (library block), +38 057 702 01 46, <a href="http://www.kmib-hneu.com">www.kmib-hneu.com</a></i>
<b>Teacher (-s)</b>	<i>Mazorenko Oksana Volodymyrivna, PhD, Associate Professor</i>
<b>Teacher's contacts</b>	<i>oksana.mazorenko@hneu.net</i>
<b>Days of the classes</b>	<i>Lecture – Friday; Laboratory studies – Monday/ Friday</i>
<b>Consultations</b>	<i>Monday 4<sup>th</sup> classes: 703 (library block) – offline; in Zoom - online; both individual and in group</i>
<p><b>The purpose</b> of the discipline is acquisition of systematic knowledge on theoretical foundations and organizational and methodical foundations of the formation and functioning of e-marketing system in the enterprise, practical skills on the use of elements of electronic commerce in improving the efficiency of enterprise management in market conditions.</p>	
<p style="text-align: center;"><b>Prerequisites for learning</b> <i>Marketing, Management, Computer Sciences</i></p>	
<p style="text-align: center;"><b>Content of the educational discipline</b></p>	
<p><b>Content module 1. Theoretical basics of electronic marketing.</b></p>	
<p><b>Theme 1. Essence and main characteristics of e-business, e-commerce, electronic and Internet marketing.</b></p>	
<p><b>Theme 2. E-marketing tools and technologies.</b></p>	
<p><b>Content module 2. Application of e-marketing tools in the activities of modern enterprises.</b></p>	
<p><b>Theme 3. Fundamentals of Content Optimization.</b></p>	
<p><b>Theme 4. Search Marketing.</b></p>	
<p><b>Theme 5. Social Media Marketing.</b></p>	
<p><b>Theme 6. Web analytics and analysis of the effectiveness of e-marketing activities.</b></p>	
<p><b>Theme 7. Features of mobile marketing.</b></p>	
<p style="text-align: center;"><b>Material and technical support (software) of the discipline</b> <i>Laptop, Power Point MS Office, Multimedia Projector</i></p>	
<b>Course page on the Moodle platform (personal training system)</b>	<i>Course description, Working plan, Syllabus, Lectures (presentations), Labs (methodical recommendations), Homeworks; Tests, Additional learning materials. <a href="https://pns.hneu.edu.ua/course/view.php?id=4119">https://pns.hneu.edu.ua/course/view.php?id=4119</a></i>
<p style="text-align: center;"><b>Recommended literature</b></p>	
<p>1. <i>Литовченко, І. Л. Інтернет-маркетинг [Текст] : навч. посіб. – К. : ЦУЛ, 2011. – 331 с.</i></p>	
<p>2. <i>Годин С. Фиолетовая корова. Сделайте свой бизнес выдающимся! / С. Годин. –</i></p>	



М.: "Манн, Иванов и Фербер", — 2012. – 326 с. **Additional**

**Assessment system of learning outcomes**

Current control takes place at lectures and laboratory lessons (seminars), evaluated by the total number of points gained during the semester (the maximal possible number is 60 points, the minimal required number is 35 points); final control takes place at the end of the semester in the form of an examination (the maximal possible number is 40 points; the minimal required number is 25 points).

More detailed information on assessment is given in the technological card of the discipline.

**Accumulation of rating points in the discipline (example)**

Types of training	Max points
Lectures	6
Practical studies (seminars)	6
Competence-oriented tasks	36
Express Tests	12
Written Tests	40
<b>Max points</b>	<b>100</b>

**Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale**

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

**Discipline policies**

*Policy of academic integrity,*

*Policy to perform tasks later than the deadline*

*Absenteeism policy.*

**More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (<http://repository.hneu.edu.ua/handle/123456789/20992>).**

Syllabus approved at the meeting of the Department Protocol № 2 from 27.08.2020