



Syllabus of the course «Internet Marketing»

Specialty	242 «Tourism and Recreation»
Study Programme	«Tourism»
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester
ECTS credits	5
Workload	Lectures – 24 hours. Practical studies – 24 hours. Laboratory studies – 0 hours. Self-study – 102 hours.
Assessment system	Grading including Exam
Department	Department of tourism, building 1, auditorium 316, phone: (057)758-77-26 (ext. 451), website: http://tourism.hneu.edu.ua/
Teaching staff	Mariya Aldoshyna, PhD in Economics, associate professor
Contacts	Mariyaldo.88@gmail.com
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	At the Department of tourism, offline, according to the schedule, individual, PNS chat.
Learning objectives and skills:	
is the formation of knowledge and skills in the use of Internet technologies in enterprises, as well as economic effectiveness evaluation of their use.	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
-	-
-	-
Course content	
Module 1. Online promotion in the digital economy	
Topic 1. Business Advantages of Internet Marketing	
Topic 2. Internet marketing tools.	
Topic 3. Website creation and optimization.	
Topic 4. Search engine algorithms.	
Topic 5. Sales Funnel: Definition and Role in Internet Marketing Strategy	
Module 2. Social media marketing	
Topic 6. Types of Social media marketing.	
Topic 7. Fundamentals of content marketing.	
Topic 8. Web analytics as a tool for analyzing the effectiveness of advertising campaigns.	
Topic 9. Internet advertising.	
Topic 10. Online reputation management.	



Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.