



Syllabus of the course
«Marketing in the online environment»

Specialty	075 «Marketing»	
Study Programme	Marketing	
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 – 26 hours. Laboratory studies – 0 hours. Self-study – 100 hours.	
Assessment system	Grading including Exam	
Department	Department of Marketing, Kharkiv, ave. Nauki 9a, 1st building, 4th floor, room 413, +38 (057) 702-02-65 (366), http://www.dom.hneu.edu.ua	
Teaching staff	Iuliia Kotelnikova, PhD in Economics, Associate professo	
Contacts	yuliia.kotelnykova@hneu.net	
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule	
Consultations	At the Department of Marketing, offline, according to the schedule, individual, PNS chat.	
Learning objectives and skills:		
is to acquire fundamental knowledge of the theoretical principles and organizational-methodical foundations of the formation and functioning of marketing activities in the online environment, as well as practical skills in using Internet technologies to enhance the efficiency of marketing management within an enterprise.		
Structural and logical scheme of the course		
Prerequisites	Postrequisites	
-	-	
-	-	
Course content		
Content module 1. Theoretical foundations of marketing in the online environment		
Topic 1. Key concepts and basic principles of marketing in the online environment		
Topic 2. Integration processes of marketing on the Internet		
Topic 3. Main types of e-business		
Topic 4. Digitalization of entrepreneurship		
Content module 2. Methodical foundations of marketing in the online space		
Topic 5. Fundamentals of Internet marketing		
Topic 6. Services and platforms for online marketing		
Topic 7. Fundamentals of security in online marketing		



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.

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.