

**PJSC "Higher Education Institution
"INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"**



**SYLLABUS OF THE ACADEMIC DISCIPLINE
«INTERNET MARKETING»**

Specialty: **D3 Management**
Educational level: **first (bachelor's) level**
Educational program: **Management**

MAUP 2025

General information about the academic discipline

Name of the academic discipline	Internet marketing
Code and name of specialty	D3 "Management"
Level of higher education	second (master's) level of higher education
Discipline status	Optional
Number of credits and hours	3 credits / 90 hours. Lectures: Seminar classes: Independent work of students:
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	test
Discipline page on the website	

General information about the teacher. Contact information.

Hrynychak Nataliia Anatoliivna	
Academic degree	Candidate of Economic Sciences
Academic title	Associate Professor
Position	Associate Professor of the Department of Economics, Finance, and Management
Disciplines taught by the NPP	"Introduction to the specialty "Management", "History of Management", "Theory of Management", "Motivational Management", "Fundamentals of Marketing".
Areas of scientific research	management, international management and marketing, logistics.
Links to identifier registries for scientists	Candidate of Economic Sciences
Teacher contact information	
Email:	yahotynmaup@gmail.com
contact phone number.	
Department phone number	https://docs.google.com/document/d/1tOIYFMd8Z-qNlm9liNBNDrFzLiRgym25/edit
Teacher's portfolio	yahotynmaup@gmail.com

Course abstract. The discipline "Internet Marketing" is aimed at developing in students a set of theoretical knowledge and practical skills in using digital technologies to achieve the strategic goals of the organization. The course is aimed at students mastering theoretical and applied approaches to optimizing websites for key queries in the Google search engine, promotion in social networks, analyzing competitors on the Internet, setting up contextual advertising and mailings in email marketing and is focused on developing practical skills in using digital technologies in marketing

In the context of global digitalization, mastery of Internet marketing tools is a critical competency for a modern manager, allowing a business to be competitive, respond quickly to changes in consumer demand, and optimize promotion costs.

The subject of the academic discipline "Internet marketing" is the process of managing an organization's activities to optimize a website for key queries in the Google search engine, promote it on social networks, analyze competitors on the Internet, and set up targeted advertising.

The purpose of studying the discipline formation of professional competencies in future specialists regarding planning, implementation and evaluation of the effectiveness of marketing activities in the digital environment.

Objectives of the academic discipline consist in providing theoretical and practical training for students on the specifics and tools of modern Internet marketing; methods of search engine optimization (SEO) and contextual advertising (PPC); development of a promotion strategy in social networks (SMM); principles of web analytics and evaluation of conversion of digital channels; acquire skills in forming a content strategy and email marketing.

Prerequisites of the academic discipline. The study of the academic discipline "Internet Marketing" is based on the knowledge and skills obtained by students at the undergraduate level. Namely: regional economy, management, marketing.

Postrequisites of the academic discipline. Knowledge and Skills, Internet Marketing”, contribute to the successful study by higher education students of a number of other academic disciplines aimed at the formation of professional knowledge and skills: business management, enterprise economics, and the basics of entrepreneurship.

Content of the academic discipline (full-time education)

No.	Topic name	Teaching methods/assessment methods
CONTENT MODULE 1. Basic concepts of Internet marketing and e-business.		Teaching methods: verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistical data, graphs); explanatory and illustrative; reproductive; problem-based presentation method; partially searchable; research; interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practicing modeling skills); case method (analysis of real economic situations, problem finding, proposal of solutions, construction of models); modeling of professional activities (building economic models, forecasting, scenario modeling). Assessment methods: oral control (oral questioning, evaluation of participation in discussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays); test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting).
Topic 1.	The essence and role of Internet marketing in the overall business strategy.	
Topic 2.	Website as a center of marketing communications: structure, usability (UX/UI).	
Topic 3.	Search engine marketing: SEO (search engine optimization) and SEM (paid advertising).	
Topic 4.	Web analytics: tracking user goals and behavior.	
Topic 5.	Website creation, promotion and support	
CONTENT MODULE 2. \Communication tools and lead generation		
Topic 6.	Social media marketing (SMM) and working with opinion leaders.	
Topic 7.	Content marketing and video marketing as audience engagement tools	
Topic 8.	Email marketing and messenger marketing (chat bots).	
Topic 9.	The concept and structure of an enterprise's Internet strategy	
Topic 10.	Evaluation of the effectiveness of marketing investments (ROMI) in the digital environment	

Modular test
Form of assessment: credit

Technical equipment and/or software. The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyze economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical

models;

- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- working with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.
Table of points awarded to higher education students*

Topics	Ongoing knowledge assessment										Final control		Overall number of points
											Modular test	Credit**	
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			

Independent work	3	3	3	3	3	3	3	3	3	3			
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*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Evaluation criteria for the module test in the academic discipline "**Internet marketing**»:

When evaluating a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);

- a grade of "good" (B) is given for completing 80% of all tasks;

- a grade of "good" (C) is given for completing 70% of all tasks;

- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;

- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;

- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

Final semester assessment in the discipline "**Internet marketing**» is a mandatory form of assessing student learning outcomes. It is conducted within the timeframe specified by the curriculum and covers the scope of material specified by the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfectly	Good	Satisfactory	Unsatisfactory
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfect	passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of reassembly	not passed with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.

To successfully complete the "Internet Marketing" course, the student must:

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;

- adhere to the norms of academic conduct and ethics.

The course "Internet Marketing" involves mastering and adhering to the principles of ethics and academic integrity, in particular, focusing on preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and author's, not overloaded with quotes, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.

Main literature:

1. Afanasyeva O.P. Internet Marketing: Reference Lecture Notes. Kharkiv, Kharkiv State University of Food and Trade, 2019. 42 p. 103. Marketing Communications: Teaching and Methodological Manual / Compiled by I. V. Korol; Ministry of Education and Science of Ukraine, Pavlo Tychyna Uman State Pedagogical University. Uman: Vizavi, 2018. 191 p.
2. Borisova T.M. Complex Internet Marketing: Textbook. Ternopil: ZUNU, 2022. 260 p.
3. Borisova T.M. Dictionary of concepts and terms in Internet marketing. Ternopil: ZUNU, 2023. 117 p.
4. Digital marketing: educational and methodological complex of the discipline [Electronic resource]: teaching aids for students of specialty 075 "Marketing", first (bachelor's) level of higher education / Igor Sikorsky Kyiv Polytechnic Institute; authors: N.L. Pisarenko – Electronic text data (1 file: 6,374 KB). – Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2020. – 100 p.
5. Law of Ukraine "On Electronic Commerce" dated 03.09.2015 No. 675-VIII.
6. Law of Ukraine "On Protection of Consumer Rights" No. 1023-XII, version dated July 25, 2021 (Vedomosti Verkhovna Rada of the Ukrainian SSR (VVR), 1991, No. 30, p. 379).
7. Kotler Philip. Marketing from A to Z. 80 concepts that every manager should know / trans. from English. Alexey Sipigin. Kyiv: Alpina Publisher, 2021. 251 p. 4. 5.
8. Kotler F. Marketing 4.0. From traditional to digital. Kyiv: Force Ukraine, 2018.
9. Slobodyanyk A. M, Mogilevska O.Yu., Romanova L.V., Salkova I.Yu. Digital marketing: theory and practice: textbook. Kyiv. KyMU, 2022. 228 p.
10. Digital marketing – a marketing model of the 21st century: monograph / authors: M.A. Oklander, T.O. Oklander, O.I. Yashkina [and others]; edited by Doctor of Economics, Prof. M.A. Oklander. — Odesa: Astroprint, 2017. — 292 p.
11. [Boiler](#) Philip, [Kartajaya](#) Hermawan, [Setiawan](#) Ivan (2016). Marketing 4.0: Moving from Traditional to Digital. 208 p.
12. Mallik, Dr. (2020). Marketing 4.0-Enhancing Consumer Experience Moving from Traditional to Digital. SSRN Electronic Journal. 10.2139/ssrn.3669124.

Additional literature:

1. Karbovska L.O., Zheleznyak K.L. Digital solutions in electronic waste management. Azov Economic Bulletin. 2024. No. 1 (37). URL: <http://pev.kpu.zp.ua/vypusk-37>
2. Karbovska, L., Kryshchal, G. O., & Lishchenko, A. V. (2023). EXPERIENCE OF DIGITALIZATION OF AGRICULTURAL ENTERPRISES IN EU COUNTRIES: OPPORTUNITIES AND BARRIERS. Scientific Notes of Lviv University of Business and Law, (39), 466-472. Retrieved from <https://nzlubp.org.ua>
3. Kotler F. Fundamentals of Marketing. Classic edition. Kyiv: Publishing House "Scientific World". 2023. 622 p.
4. Kotler F., Keller K. L. Marketing Management. – 15th ed. – Kyiv: Khimgest, 2019. – 816 p.
5. Kotler, F. The Ten Deadly Sins of Marketing. Lviv: Family Leisure Club. 2018. translated by Natalia Paliy. 204 p.
6. Lambin J. J., Chumpitas R., Schuling I. Strategic Marketing. – Kyiv: Naukova Dumka, 2017. – 720 p.

7. Lipchuk V., Dudyak R., Bugil S., Yanishyn Ya. Marketing: textbook. 2nd ed., hardcover. Lviv: Magnolia 2006, 2023. 456 p.
8. Alexander Rauser Digital strategy. Guide to digital business transformation/Create space independent publishing platform, 2016 – 174 p.
9. Christopher Bones and James Hammersle Leading Digital Strategy: Driving Business Growth Through Effective E-commerce / Kogan page, 2016 - 236 p.
10. Dawn Mc Gruer Dynamic Digital Marketing Master the world of online and social media marketing to grow your business/Wiley, 2020 – 440 p
11. Dave Chaffey P. R. Smith Digital marketing excellence. Planning, optimizing and integrating online marketing. //Routledge. Taylor&Francis group. - 2017 - 1035 p.

Electronic resources:

1. Catalog of companies of Ukraine. Wholesale trade of Ukraine 46.51 Wholesale trade of computers. URL:
<https://youcontrol.com.ua/news/optovyky-naybilshe-zarobliaiut-na-palyvi-ta-nespetsializovaniy-torhivli/>
2. Electronic bookstore. URL: <https://textbook.com.ua/rps>
3. National Library named after V. I. Vernadsky. URL:<http://www.nbuv.gov.ua/>
4. Lviv Scientific Library named after V. Stefanyk. URL:
<https://www.lsl.lviv.ua/index.php/uk/golovna2/>
5. Scientific journal "Economic Analysis". URL: <https://www.econa.org.ua/index.php/econa>
6. Journal "Economy and Society". URL: <http://economyandsociety.in.ua>
7. Information and analytical scientometric journal "Economics. Finance. Law". URL:
<http://efp.in.ua/uk>
8. State Statistics Service of Ukraine. URL:<https://www.ukrstat.gov.ua/>