

INTERNET MARKETING

Credit Value: 4 credits¹

Lecturer: Kurkova Dina Nikolaevna

A. Course outline

The course “Internet Marketing” aims at the formation of the following skills and knowledge:

- knowledge of the specifics of digital marketing technologies;
- knowledge of the sources and tools of information collection for conducting a marketing audit of a company in a digital environment;
- knowledge of the algorithms for conducting consumer analysis;
- ability to analyze and process the data collected on the Internet to prepare a marketing plan for the company's work in a digital environment;
- ability to develop proposals for improving the company's online marketing strategy.

B. Textbooks

1. Ashmanov I., Ivanov A. Optimization and promotion of websites in search engines - St. Petersburg, 4th ed., 2019
2. Dave Chaffey and PR Smith. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing Paperback – 1 Jan 2017, Third edition. Elsevier Butterworth-Heinemann
3. Michael E. Porter, James Heppelmann, One Company's Experience with AR, Harvard Business Review, November-December 2017 Issue <https://hbr.org/2017/11/a-managers-guide-to-augmented-reality#one-companys-experience-with-ar>
4. Rob Stokes, Quirk eMarketing. eMarketing: The Essential Guide to Marketing in a Digital World, Publisher: Red & Yellow, 2013. Ch.2

C. Assessment details

The final grade consists of:

Types of assessment tools	Score
Student's independent work	80
Tests (2)	40 (20x2)
Project presentation	80
Oral exam	80

Grade	Minimum score	Maximum score
<i>Passed</i>	80	200
<i>Failed</i>	0	79

Typical tasks and other materials necessary to assess the learning outcomes:

— *Student's independent work includes*

Practical homework assignments (12 assignments * 4 points = 48 points maximum)

Mini-tests based on lecture materials (8 tests * 4 points = 32 points maximum)

¹ 1 credit point is equal to 36 hours of total workload including in-class activities, self-study and exam writing

D. Course outline

Topic 1. The essence and goals of Internet marketing
Topic 2. Digital strategy and tactics
Topic 3. Marketing digitalization; platforms and ecosystems
Topic 4. Segmentation in Internet marketing
Topic 5. The website as the main digital asset. Search optimization
Topic 6. Brand reputation management on the Internet. Influence Marketing
Topic 7. Content marketing. Social Media Marketing
Topic 8. Internet advertising
Final test