

Academic discipline:

Code and name of specialty	1-25 01 12 Economic informatics
Training course	3
Semester of training	5
Number of class hours:	68
Lectures	34
Seminar classes	-
Practical exercises	34
Laboratory classes	-
Form of intermediate assessment (credit/differential credit/exam)	credit
Number of credits	3
Competencies to be formed	To apply specialized marketing software products and develop and promote the organization's website
Summary of the content of the academic discipline:	
The content of the academic discipline "Internet marketing" includes work in the following areas: <ul style="list-style-type: none">- features of marketing activities using Internet technologies;- The organization's website as the main Internet marketing tool;- terms of reference for website development;- advertising on the Internet;- Internet search marketing- public relations and their role in Internet marketing.	