**The name of the academic discipline:**

**“Internet Marketing”**

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| **Specialty code and name** | 1-26 02 01 Business Administration |
| **Year of study** | 4 |
| **Semester of study** | 7,8 |
| **Number of in-class academic hours:** | 16 |
| **Lectures**  **Seminar classes**  **Practical classes**  **Laboratory classes** | 8 |
| - |
| 8 |
| - |
| **Form of the current assessment (*credit/ graded credit /exam*)** | credit |
| **Number of credit points** | 3 |
| **Competences** | Mastering the academic discipline “Internet Marketing” will allow you to develop websites, create Internet applications for use in the field of marketing |
| **Summary of the academic discipline:**  “Internet Marketing” is a practical-oriented academic discipline, the development of which includes work in the following areas:  – study of the features of marketing activities using Internet technologies;  – study of the functions and structure of the Internet marketing service in an organization;  – study and development of skills in developing a Web site for an organization (enterprise) as the main tool of Internet marketing;  – development of skills in drawing up technical specifications for website development;  – study of advertising classifications in the Internet environment;  – mastering the basics of search Internet marketing;  – study of public relations and their role in Internet marketing | |