

**The name of the academic discipline:
“Internet Marketing”**

Specialty code and name	1- 26 03 01 Information Resource Management
Year of study	3
Semester of study	6
Number of in-class academic hours:	62
Lectures	20
Seminar classes	26
Practical classes	-
Laboratory classes	16
Form of the current assessment (<i>credit/ graded credit /exam</i>)	зачет
Number of credit points	3
Competences	Mastering the academic discipline “Internet Marketing” ensures the formation of specialized competence: to develop websites, create Internet applications for use in the field of marketing
<p style="text-align: center;">Summary of the academic discipline:</p> <p>“Internet Marketing” is a practical-oriented academic discipline, the development of which includes work in the following areas:</p> <ul style="list-style-type: none"> – 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. 	