

INTERNET COMMUNICATIONS IN INTERNATIONAL SPHERE

Number of credits: 3 ECTS

Course period: 1 semester / 1 class per week

Language of Instruction: English

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Course description

The course covers content management system, the types of web-sites, the basic business models and key performance metrics of the Internet resources.

During the course, students study the development of the Internet as an advertising channel in Russia and in the world.

The purpose of discipline is to prepare the future experts to audit and effectively use of Internet resources.

Discipline Problems:

- to create an idea about the development of the Internet as an advertising channel;
- to explore the modern content management system;
- to examine the classification of Internet resources and standard ways to monetize the Internet resources;
- to learn to assess the effectiveness of an Internet resource, using advanced Internet statistics system.
- to learn to create a strategy to promote the resource based on the data of Internet statistics systems.

Prerequisites

Lectures, seminars, group presentation, mid-term exam, final Exam.

Course outline

Week 1. Lecture 1. The study of the development of the Internet as an advertising channel to the selected country.

Week 2. Lecture 2. Comparative analysis of the content management system for a particular type of Internet resource. Comparative analysis of the content management system for a particular type of Internet resource.

Week 3. Seminar 1. The study of the development of the Internet as an advertising channel to the selected country

Week 4. Seminar 2. Comparative analysis of the content management system for a particular type of Internet resource.

Week 5. Seminar 3. Selection of domain names using a variety of methods for generating

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Week 7. Seminar 5. Definition of target actions and the key pages of the selected Internet resource

Week 8. Seminar 6. Definition of target actions and the key pages of the selected Internet resource.

Week 9. Seminar 7. Configuring reporting for Internet resource using Yandex. Metrics service.

Week 10. Seminar 8. Configuring reporting for Internet resource using Yandex . Metrics service.

Week 11. Seminar 9. Configuring reporting for Internet resource using Yandex. Metrics service.

Week 12. Seminar 10. Configuring reporting for Internet resource using Google Analytics service.

Week 13. Seminar 11. Configuring reporting for Internet resource using Google Analytics service.

Week 14. Seminar 12. Configuring reporting for Internet resource using Google Analytics service.

Final exam

Assignments

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

Examination

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

Course evaluation

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

Core reading

1. Технологии производства рекламной продукции: учеб. пособие / Г. А. Васильев, В. А. Поляков, А. А. Романов. — М.: Вузовский учебник: ИНФРА-М, 2011. — 270, [1] с.: ил. — (Вузовский учебник: ВУ). — Допущено Учеб.-метод. об-нием по образованию в об-ласти коммерции по специальности 032401 Реклама. — Библиогр.: с. 264-269.
2. Филлипс Д. PR в Интернете / Д. Филлипс ; [пер. с англ. И. Гаврилова]. — М. : ГРАНД : ФАИР-ПРЕСС, 2004. — 320 с.
3. Чумиков А. Н. PR в Интернете. Web 1.0, Web 2.0, Web 3.0 / Александр Чумиков, Михаил Бочаров, Мария Тишкова. — М.: Альпина Паблишерз, 2010. — 133 с.: ил.

Recommended reading

1. Бердышев С. Н. Секреты эффективной интернет-рекламы : практическое пособие / С. Н. Бердышев. — М. : Дашков и К, 2012. — 119, [1] с. : ил., табл.
2. Гартон Э. Паблицити: жми сюда / Э. Гартон; Пер. с англ. С. Ехиванова, А. Романченко. — 2-е изд. — СПб.: Питер, 2003. — 267 с.
3. Джулер А. Дж. Креативные стратегии в рекламе / А. Дж. Джулер, Б. Л. Дрюниани; Пер. с англ. Т. Виноградовой, Л. Царук под общ. ред. Ю. Каптуревского. — 7-е изд. — СПб.: Питер, 2003. — 384 с.: ил.
4. Интернет-маркетинг на 100% / Н. Андросов, И. Ворошилова, В. Долгов [и др.]; под ред. Сергея Сухова. — СПб. [и др.]: Питер, 2009. — 228 с
5. Контекстная реклама в Интернете. Настольная книга рекламиста / В. Алиева, А. Басов, Ф. Вирин [и др.]; под общ. ред. А. Басова. — СПб. [и др.]: Питер, 2009. — 223 с.
6. Яковлев А. А. Контекстная реклама. Основы, секреты, трюки / Алексей Яковлев, Алек-сандр Чупрун. — СПб.: БХВ-Петербург, 2009. — 286, [1] с.