

**Al-Farabi Kazakh National University
Higher School of Economics and Business
Department of "Business Technologies"**

DISCIPLINE FINAL EXAM PROGRAM

ItM 5303 Interactive Marketing

master's degree in "7M04129 - Marketing"

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The program of the final exam in the discipline ItM 5303 « Interactive Marketing " was considered and approved at a meeting of the Department of Business Technologies, Protocol No. 13 of February 15, 2022

INTRODUCTION

Based on the results of training for 15 weeks, a final exam is held in a written traditional form in the external resource of the LMS "Oqylyq".

WRITTEN EXAM: TRADITIONAL ANSWERS TO QUESTIONS is conducted on the Oqylyq LMS resource. The exam format is synchronous.

Written exam - according to the exam schedule, the student takes the exam on the online platform (OQYLYQ LMS) on the tool for filling in the answers to the questions of the automatically generated exam ticket. The exam is supervised by an automatic proctoring system or Proctor (detailed information about the Oqylyq LMS platform is provided at the end of the program).

Topics on which assignments will be made:

- TOPIC 1. The essence of interactive marketing
- TOPIC 2. Interactive direct marketing
- TOPIC 3. Stages of development of Internet marketing
- TOPIC 4. Internet Marketing Infrastructure
- TOPIC 5. Interaction with individual consumers
- TOPIC 6. The functioning of e-commerce in Internet marketing
- TOPIC 7. Development of Internet marketing in the service sector
- TOPIC 8. Advertising in Internet marketing
- TOPIC 9. Pricing policy in Internet marketing
- TOPIC 10. Electronic payment systems and online stores
- TOPIC 11. Main tools of marketing communications
- TOPIC 12. Sales policy in Internet marketing
- TOPIC 13. Product policy in Internet marketing
- TOPIC 14. Marketing research on the Internet
- TOPIC 15. Concepts of online marketing management

At the time of taking the exam, students should be able to:

- explain the essence, basic concepts and functions of interactive marketing;
- to analyze the basic concepts of the use of interactive marketing on the Internet;
- use theoretical knowledge and practical skills to promote goods and services, search for information, customers and partners, as well as ways to extract financial profit using network technologies in the company's activities;
- identify the problems of modern Internet marketing and development prospects;
- use Internet marketing information materials for marketing management.

Topics on which assignments will be made:

1. The essence of interactive marketing. Development of information technologies. The meaning and essence of Internet marketing. Comparative analysis of traditional and Internet business.

2. Interactive direct marketing. Expand the content of Web 2.0 marketing, The main factors that caused the need to use Internet marketing. Marketing Web 2.0, (Web 3.0). Web 2.0 functions, (Web 3.0).

3. Stages of development of Internet marketing. Study the device of the Internet, domain name systems. Device of the Internet. TCP/IP protocol family. Domain Name System information.

4. Internet Marketing Infrastructure. The need to create an Internet marketing infrastructure. Security methods on the Internet. Internet services

5. Interaction with individual consumers. 1. The functions of CRM systems and the tasks they perform. Components of CRM systems. Modules of CRM systems and their functions

6. The functioning of e-commerce in Internet marketing. Functioning of e-commerce in interactive marketing. Application of electronic payment systems and online stores. Internet payment systems. Classification of Internet payment systems. Evolution of electronic payment systems

7. Development of Internet marketing in the service sector. The essence of e-commerce in Internet marketing. Qualitative changes in business organization in the context of e-commerce. The evolution of e-commerce. Basic tools of marketing communications in interactive marketing. The essence and significance of marketing communications on the Internet. Communication models of the Internet. Use of marketing communications tools in Internet marketing

8. Advertising in Internet marketing. Using Advertising in Interactive Marketing. Communication characteristics of the Internet. Internet communication models. Functions of CRM systems

9. Pricing policy in Internet marketing. Implementation of sales policy in interactive marketing. The essence and meaning of marketing policy on the Internet. Implementation of marketing policy on the Internet. Online sales promotion tools.

10. Electronic payment systems and online stores. How digital wallets facilitate online transactions through computers and mobile devices. How the banking industry uses Internet technologies

11. Main tools of marketing communications. : Integrated internet marketing communication (IIMC) ; Online Promotion techniques : Search engine marketing, online PR, Interactive advertising, online partnerships, viral marketing, opt-in-e-mail, offline communications

12. Sales policy in Internet marketing Marketing/prospecting to your target market and audience. [Building credibility and trust](#). Escorting and courting the buyer through the process. Presenting the product or service that meets their needs. Closing the sale

13. Product policy in Internet marketing. purpose and platform of product. design and its elements. functional elements. respect of law and technical

regulations

14. Marketing research in interactive marketing. Tasks and functions of marketing research on the Internet. Tools for conducting marketing research on the Internet. The main ways to identify users on the Internet.

15. Concepts of online marketing management. What is marketing. What is the marketing concept. What is marketing strategy

The policy of grading answers to questions, when checking the exam, is distributed as follows; the first question 30 points, the second question 30 points, the third question 40 points (creative task). In total, a master student can score 100 points for answers.

Recommended reading for exam preparation

Educational literature:

1. Vinarsky Ya. S., Gutgarts R. D. Web applications in Internet marketing. Design, creation and application; INFRA-M - M., 2015. - 270 p.
2. Cherednichenko Yury Marketing on the Internet. Website that earns; Gostekhizdat - Moscow, 2013. - 176 p.
3. Akulich, M. V. Internet marketing: a textbook for bachelors [Text] / M. V. Akulich. - Moscow: Publishing and Trade Corporation "Dashkov and Co", 2016. - 352 p.
4. Kataev, A. V. Internet advertising as a set of tools for effective marketing promotion of a small business enterprise [Text] / A. V. Kataev, N. A. Krinchiyan // Almanac of modern science and education. - 2015. - No. 6. - P. 83–85.
5. Kozhushko, O. A. Internet marketing and digital strategies. Principles of effective use: a textbook [Text] / O. A. Kozhushko, I. Churkin, A. Ageev and others. - Novosibirsk: RIC NSU, 2015. - 327 p.

Grading system using letter characters

Alphabetical score	Numerical equivalent of points	% description	Assessment according to the traditional system
A	4,0	95-100	Excellent
A-	3,67	90-94	
B+	3,33	85-89	Good
B	3,0	80-84	
B-	2,67	75-79	
C+	2,33	70-74	
C	2,0	65-69	Satisfactorily
C-	1,67	60-64	
D+	1,33	55-59	
D	1,0	50-54	
FX	0,5	25-49	unsatisfactory
F	0	0-24	

I (Incomplete)	-	-	Discipline not passed (not taken into account when calculating GPA)
AU (Audit)	-	-	Subject heard (not taken into account when calculating GPA)
Passed certification	-	30-60 50-100	" Passed certification " (not taken into account when calculating GPA)
Failed certification	-	0-29 0-49	" Failed certification" (not taken into account when calculating GPA)
R (Retake)	-	-	«Relearning the subject" (not taken into account when calculating GPA)
R- difference	-	-	"Curriculum Differences" (not taken into account when calculating GPA)

Scale and criteria for evaluating examination answers in the discipline «Controlling business processes in supply chains»	
A 100 - 95	The student: <ul style="list-style-type: none"> - stylistically competently, logically correctly stated the answers to the questions; - showed the ability to illustrate theoretical provisions with specific examples; - demonstrated accurate use of scientific terminology; - completed the practical task in full, applied a creative approach when completing the task
A- 94 - 90	The student: <ul style="list-style-type: none"> - correctly, logically correctly stated the answers to the questions; - completed the practical task in full; - made some errors or inaccuracies in the use of scientific terminology, which are not the result of ignorance or misunderstanding of the educational material
B+ 89 - 85	The student: <ul style="list-style-type: none"> - correctly stated the answers to the questions; - showed the ability to illustrate theoretical provisions with specific examples; - did not complete the practical task in full
B 84 - 80	The student: <ul style="list-style-type: none"> - there are small gaps in the statement that did not distort the logical and informational content of the answer; - errors and minor inaccuracies were made in the presentation
B 79 - 75	The student: <ul style="list-style-type: none"> - errors or more than two shortcomings were made when using scientific terminology - did not complete the practical task in full
C+ 74 - 70	The student: <ul style="list-style-type: none"> - the content of the material is not fully or consistently disclosed, with a general understanding of the issue, there were difficulties or mistakes were made in the definition of concepts, the use of terminology

<p>C 69 - 65</p>	<p>The student:</p> <ul style="list-style-type: none"> - did not cope with the application of the theory in a new situation - did not cope with the application of theory when performing a practical task
<p>C- 64 - 60</p>	<p>The student:</p> <ul style="list-style-type: none"> - insufficient knowledge of theoretical material - insufficient formation of basic skills and abilities was revealed
<p>D+ 59 - 55</p>	<p>The student:</p> <ul style="list-style-type: none"> - disclosed the main content of the educational material; - there is a lack of knowledge or misunderstanding of the most or the most important part of the training material
<p>F 0-49</p>	<p>The student:</p> <ul style="list-style-type: none"> - the work showed a complete lack of compulsory knowledge and skills of the student in the discipline being checked