



## Syllabus

### Website development and Web analytics

Higher education degree - bachelor  
Field of knowledge - 29 International relations  
Specialty - 293 International Law  
Educational and Professional Program – «International Law»

**Study year – 2 Semestr – 3**  
**Number of credits: 5, Language of study: english**

**Head of the course:**

PhD (economics), Assoc. prof. Rostyslav OKREPKYI

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#### Description of the discipline

The course "Website Development and Web Analytics" is aimed at acquiring practical skills in creating your own websites on CMS platforms and promoting them, taking into account modern trends in Internet marketing.

As a result of studying the discipline, students will learn to: correctly apply marketing methods, techniques and tools, develop marketing support for business development in conditions of uncertainty, use applied marketing tools in innovation, use marketing information systems in making marketing decisions and develop recommendations for improving their effectiveness, justify, present and implement the results of research in the field of marketing.

#### Course structure

№	Topic	Learning outcomes	Control measures
1	The concept of Content Management System, their characteristics and functionality	Get acquainted with popular CMS-systems, their characteristics, disadvantages and functionalities (Wordpress, Bitrix24, Tilda)	Tests, cases
2	Trends and strategies in Internet marketing	To get acquainted with modern trends and strategies of Internet marketing (content marketing, mobile automation, video content, storytelling and infographics), which will allow you to increase sales and abandon ineffective tools	Tests, cases
3	Landing Pag: principles and stages creation	Learn how to work with the Tilda CMS, learn the principles and stages of creating a Landing Pag (one-page website)	Tests, cases
4	Anatomy of landing page: functional elements, design, efficiency	Learn how to develop a Landing Page with the necessary functional elements and design solutions	Tests, cases
5	Chat, feedback, and CRM services	Learn how to integrate chat and feedback services into your website and connect social networks	Tests, cases

6	Web analytics, basic concepts and goals	Get acquainted with the concept of web analytics, its goals and capabilities	Tests, cases
7	Working with Google Search Console and Google Analytics	Learn how to work with Google Search Console and Google Analytics, analyze the audience, traffic sources, visitor behavior, and conversion	Tests, cases
8	Seo optimization: basic concepts	Master the basic concepts of Seo-optimization - keyword selection, semantic core creation, content structure optimization	Tests, cases
9	Content marketing	Master the principles of content marketing as a website promotion tool	Tests, cases
10	Contextual advertising	Learn about the capabilities of the Google Adwords service	Tests, cases

### Literary sources

1. Aronov A. O. Development of a method for automating the detection of contradictory information based on the analysis of site page data. Telecommunication and informational technologies. №1. 2018. C. 121-126.
2. Artemenko V. B., Artishchuk I. V., Gudzovata O. O. Modeling of web analytics in distance learning management systems. Inductive modeling of complex systems, issue 10, 2018. C. 5- 13.
3. Kilchenko A. V. Google Analytics as a means for analyzing the web resources of a scientific institution: materials of the scientific and practical conference (February 20, 2019). Kyiv. 2019. C. 109-117.
4. Savchenko IO, Sedikh OL, Hrybkov SV Research of web analytics services to ensure data analysis and development of web resources. Modern trends in the development of information systems and telecommunication technologies: materials of the Second International Scientific and Practical Conference (December 19, 2019) Kyiv 2019. C. 265-268.
5. Trofymenko O., Kozin O., Zadeiko O., Plachinda O. Web technologies and web design: a textbook. Odesa: Phoenix, 2019. 284 c.
6. Shynenko M. A., Ivanova S. M., Kilchenko A. V., Labzhynskiy Y. A. Using Google Analytics to monitor the website of a scientific institution: materials of the scientific and practical conference (February 20, 2019). Kyiv. 2019. C. 91-109.
7. Directions of using digital scientific and educational systems for the development of information and research competence of scientific and scientific-pedagogical workers. Information Technologies in Education and Science: Proceedings of the International Scientific and Practical Conference (June 13-14, 2019) Melitopol. 2019. C. 339-343.
8. Marjin Haverbeke. Eloquent JavaScript: A Modern Introduction to Programming. 3rd Edition – Desember 2018. 480p.

### Evaluation policy

- **Policy on deadlines and retakes:** Work that is submitted late without valid reasons will be assessed with a lower grade. Rescheduling of modules takes place with the permission of the dean's office if there are valid reasons (e.g., sick leave).
- **Policy on academic integrity:** Cheating during tests and exams is prohibited (including using mobile devices). Mobile devices are allowed to be used only during practical tasks/tasks.
- **Attendance policy:** Class attendance is a mandatory component of the assessment. For objective reasons (e.g., illness, international internship), training can take place remotely with the consent of the course instructor.

## Evaluation

The final grade for the course is calculated as follows:

Credit module 1	Credit module 2	Credit module 3
30 %	40 %	30 %
1. In-class survey (5 topics, 10 points each) = 50 points 2. Modular control work = 50 points	1. In-class surveys (5 topics, 10 points each) = 50 points 2. Modular control work = 50 points.	1. Active participation in trainings = 30 points. 2. Writing a CPIT = 40 points. 3. Defense of the CPIT = 30 points.

### Student evaluation scale:

ECTS	Marks	Content
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactorily
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course