

REVIEW of the textbook

"Integrated Internet Marketing"

by Tetiana M. Borysova, Doctor of Economics, Professor

URL: <https://api.dspace.wunu.edu.ua/api/core/bitstreams/12dc7dd2-cdb2-4491-aab6-c9fba8a9193e/content>

The proposed textbook provides a comprehensive and systematic presentation of the material required for studying the course "Integrated Internet Marketing". It contributes to the development of a coherent understanding of the marketing environment, as well as the theoretical and methodological foundations for designing marketing strategies and tactics in the online environment.

Marketing professionals, lecturers, and students will benefit from a textbook that facilitates the study of both the theory and practice of marketing activities on the Internet.

The publication corresponds to the curriculum of the compulsory course within the educational and professional program "Marketing" for the second (Master's) level of higher education and helps address the need for high-quality educational and methodological materials in this field. The textbook consistently covers eight topics encompassing all major content modules, including the essence of integrated Internet marketing, SEO (search engine optimization), on-page and off-page website optimization, e-commerce, contextual advertising, email marketing, social media marketing, and Internet marketing strategy.

Visual materials are presented in the form of graphs, tables, and diagrams. In preparing the textbook, the author relied on contemporary academic literature produced by both Ukrainian and international scholars, periodicals devoted to marketing issues, regulatory and legal documents, and publications by companies specializing in search engine optimization and email marketing. To reinforce the theoretical foundations of the course and facilitate knowledge assessment during examinations, significant attention is devoted to practical exercises and tests within each module. This approach enables the evaluation of students' ability to apply acquired methodologies and skills in the process of making marketing decisions.

A particularly valuable feature of the textbook is the inclusion of hyperlinks to video materials, research reports, useful articles, and checklists that complement the main content. Such materials are marked with icons representing YouTube, Google, Facebook, and Diia. In addition, the list of useful services provided at the end of the textbook contains active hyperlinks that allow readers to directly access relevant websites and explore the tools in greater detail.

The proposed publication constitutes a comprehensive educational and methodological resource, as each chapter includes theoretical material, practical assignments, test questions, summaries, and examples drawn from Internet marketing practice. This structure enables students to independently assess their knowledge after mastering the theoretical content. Each topic is supplemented with quotations from renowned practitioners and economists relevant to Internet marketing. The publication also presents the foundations of Internet marketing theory, a glossary of key terms, and a collection of useful services that support successful online marketing activities.

Based on the content of the textbook, its structure, the relevance of the topics addressed, the scientific and methodological quality of the material, and its practical orientation, it can be concluded that "Integrated Internet Marketing" by Professor Tetiana M. Borysova is a modern, high-quality, and valuable educational publication. It provides a comprehensive overview of

digital marketing tools and technologies within the context of the rapidly evolving digital environment. The textbook successfully combines a solid theoretical foundation with practical recommendations, interactive materials, and up-to-date case studies, thereby contributing to the development of professional competencies among higher education students and supporting the professional growth of practitioners.

The book meets contemporary international standards for educational and methodological publications and possesses both academic and practical value for use in higher education institutions, as well as for the independent study of Internet marketing tools by an international audience of professionals.

Strategic Marketing Lead, Regenics
Los Angeles, CA, USA
PhD, Associate Professor

David GAIDUKOVYCH