

PRE-GRADUATE PRACTICE

PRACTICE PROGRAM ABSTRACT

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE		
	full-time	part-time	part-time (shortened program)
Year	4	5	4
Semester	8	10	8
Total course duration in hours / credit units	216 / 6		

1. Practice program outline (goals and objectives of the practice)

The goal of the practice is to consolidate the theoretical knowledge gained in the course of studying, its application in the process of independent work in the organization in the specialty profile, as well as the collection, analysis and preparation of materials for writing a diploma thesis.

The objectives of the practice are: independent research of an actual scientific and managerial and/or scientific and technical problem or the solution of real organizational, managerial and technical problems at the place of practice in the organization, in its structural subdivision; deepening of theoretical knowledge, practical skills and abilities in the field of design, programming and application of informational systems and technologies in the field of electronic marketing; development and deepening of skills of independent work, work with literature; mastering the methodology of conducting research, analyzing the identified features, determining directions for improving and applying the acquired knowledge, conducting experiments in solving the problems and tasks being developed; mastering the principles of analyzing technical and economic indicators of enterprises; mastering professional systems used at the enterprise, platforms and technologies; studying practical requirements for the development of design and software solutions in the field of electronic marketing; familiarization with specific projects carried out at the enterprise, taking into account the direction of research; collection and analysis of information and other materials for the completion of the diploma thesis.

2. Competencies: be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems (AC-1), possess system and comparative analysis (AC-2), possess research skills (AC-3), be able to work independently (AC-4), be able to generate new ideas (be creative) (AC-5), possess an interdisciplinary approach to solving problems (AC-6), have oral and written communication skills (AC-8), be able to learn, improve one's skills throughout live (AC-9), use the basic laws of natural science disciplines in professional activity (AC-10), understand the basic provisions of economic theory, apply them taking into account the market economy (AC-13), organize one's work on a scientific basis, independently evaluate the results of one's activities (AC-14), possess the qualities of citizenship (SPC-1), be capable of social interaction (SPC-2), have the ability to interpersonal communication (SPC-3), be capable of criticism and self-criticism (SPC-5), be able to work in a team (SPC-6), analyze the market situation and forecast demand using mathematical and software tools (PC 1), develop a marketing strategy (market identification and segmentation, selection of target segments, positioning and development of a marketing mix) (PC-2), plan the nomenclature and assortment of products, manage the trademark (brand) in order to increase sales (PC-3); develop pricing strategies, price forms and models, discount policy (PC-4); plan and organize events to promote products and organizations through advertising, public relations, personal sales and promotions as part of sales promotion (PC-5); create and/or optimize a system of product distribution channels, a network of intermediaries and/or branded trade (PC-6); plan and conduct advertising campaigns on the Internet, the choice of forms and methods of advertising, selection and justification of the most effective online advertising platforms, drafting advertising texts, technical specifications for banners, teasers and other advertising modules, analysis of campaign effectiveness (PC-7); maintain company accounts (accounts) in social networks, support user groups and clients in social networks and online forums (PC-8); carry out search engine promotion of the website, including work with link exchanges, SEO-copywriting and rewriting, adding sites to thematic catalogs, cooperation with partner resources, monitoring changes in search engine algorithms (PC-9); conduct web analytics, analyze the interests and behavior of the target audience of the resource and manage the flow of site visitors (traffic) and its effectiveness (conversion) (PC-10); manage the structure and content of the website, analyze and optimize the usefulness, comfort and clarity (usability) of the website for the user, set technical tasks for designers and developers, monitor their implementation (PC-11); carry out electronic PR, organization blogging, online copywriting, news creation, press releases and articles, as well as their publication on various websites in order to promote the brand, generate loyalty, disseminate information about the company and services, as well as attract Internet users to the site (PC-12); plan and conduct corporate mailing campaigns of marketing materials by email (PC-13); apply mobile marketing technologies to promote products and brands, including marketing through mobile apps and working with QR codes (PC-14); conduct a pre-project examination, identify the information needs of the customer in the field of electronic marketing and form requirements for the designed information system (PC-15); research the market of information systems in the field of interaction of the organization with its customers (PC-16); analyze alternative solutions in the field of informatization, form criteria for their selection (PC-17); develop project documentation (PC-18); develop regulations for the maintenance and operation of information systems in the field of electronic marketing (PC-19); carry out the design, maintenance and operation of information systems in the field of electronic marketing (PC-20); prepare technical requirements for the development and modernization of information systems in the field of electronic marketing (PC-21); carry out modeling of subject area, including building functional models of business processes, models of data flows and process flows, database models (PC-22); participate in the formation of the policy of the organization (enterprise) in the field of informatization of its activities and the preparation of drafts of relevant documents (concepts, plans, activities, programs, decisions, etc.) (PC-23); carry out software testing in the field of electronic marketing (PC-24); develop technical documentation for software in the field of electronic marketing (PC-25); analyze the prospects for the development of e-marketing technologies and tools (PC-26); conduct scientific research in order to improve the methods of design, testing, quality assessment, implementation and maintenance of software solutions and information systems in the field of electronic marketing (PC-27); develop technical requirements for the designed information system taking into account the results of research and development work (PC-28); work with legal literature and labor legislation (PC-29); organize the work of small groups of performers to achieve their goals (PC-30); interact with specialists of related profiles (PC-31); analyze and evaluate the collected data (PC-32); negotiate with other interested parties (PC-33); prepare reports, materials for presentations (PC-34); use global information resources (PC-35); possess modern tools of infocommunications (PC-36); search, systematize and analyze information on the development prospects of the industry, innovative technologies, projects and solutions (PC-37); define the goals of innovation in the field of electronic marketing and ways to achieve them (PC-38); work with scientific, technical and patent literature (PC-39); develop business plans for investment projects to create new technologies (PC-40); evaluate the competitiveness and economic efficiency of the developed technologies (PC-41).

3. Form of summative assessment: differentiated pass/fail.