

COURSE SYLLABUS ABSTRACT
of higher education institution
speciality 1-28 01 02 «Digital Marketing»

	STUDY MODE		
	full-time	part-time (shortened program)	part-time
Year	4	5	4
Semester	7	10	8
Lectures, hours	28	8	6
Practical classes (seminars), hours	28	8	6
In-class test, semester (hours)	-	8 (2 hours)	8 (2 hours)
Graded exam, semester	7	10	8
Contact hours	56	18	14
Independent study, hours	114	152	156
Total course duration in hours / credit units	170 / 4,5		

1 Summary of the academic discipline

The purpose of the discipline is to train a specialist with theoretical knowledge and practical skills in the field of sales technologies, business negotiations and presentations necessary for successful activity in a highly competitive market.

2 Course outline

Upon completion of this course, the students will be expected to

know: modern strategies and technologies for the formation of the business portfolio of the enterprise; technologies for the promotion and distribution of products, modern tools for attracting and retaining customers, techniques for solving customer problems; modern strategies, methods and approaches for justifying the subject of bidding;

be able to: analyze marketing and market processes in the country and abroad; form and formulate commercial proposals for negotiations and sales; develop programs for organizing visits and negotiations; develop presentations for negotiations; apply in practice modern methods, techniques and tools for market analysis and sales; argue your own position during the discussion of economic and marketing problems in supplier-buyer interactions; to use economic knowledge and knowledge of market processes to make rational decisions on the problems of interaction of business entities; to search and analyze the necessary information from various sources; to predict and determine sales targets for future periods;

possess: tools of multimedia presentations; methods and forms of conducting business negotiations.

The learning outcomes that students are expected to acquire as a result of taking the course will be used for writing a graduation paper.

3 Competencies

AC-1 be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems; AC-2 possess system and comparative analysis; AC-3 possess research skills; AC-4 be able to work independently; AC-5 be able to generate new ideas (be creative); AC-6 possess an interdisciplinary approach to solving problems; AC-7 be possess skills related to the use of technical devices, information management and computer work; AC-8 have oral and written communication skills; AC-9 be able to learn, improve one's skills throughout live; AC-10 use the basic laws of natural science disciplines in professional activity; AC-13 understand the basic provisions of economic theory, apply them taking into account the market economy; AC-14 organize one's work on a scientific basis, independently evaluate the results of one's activities; SPC-1 possess the qualities of citizenship; SPC-2 be capable of social interaction; SPC-3 have the ability to interpersonal communication; SPC-4 be capable of criticism and self-criticism; SPC-6 be able to work in a team; PC-1 analyze the market situation and forecast demand using mathematical and software tools; PC-30 organize the work of small groups of performers to achieve their goals; PC-31 interact with specialists of related profiles; PC-33 negotiate with other stakeholders.

4 Educational technologies:

When studying the discipline, a modular rating system for assessing students' knowledge is used. Forms of classes: multimedia, discussions / conversations, business games.