

INFORMATION TECHNOLOGIES IN MARKETING

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE	
	full-time	part-time
Year	1	2
Semester	1	2
Lectures, hours	16	4
Practical classes (seminars), hours	34	8
Pass/fail, semester	1	3
In-class test (semester, hours)	-	2 (2 hours)
Contact hours	50	14
Independent study, hours	58	94
Total course duration in hours / credit units	108/3	

1. Course outline: The concept of an information system. The structure of the information information system. Marketing software. Internet as a marketing information tool. Word processor Microsoft Word. Spreadsheet Microsoft Excel. Microsoft Power Point Suggested Presentation System. Graphic editor Adobe Photoshop.

2. Course learning outcomes: upon completion of the course, students will be expected to **know:**

- basic concepts of informatics;
- methods, methods and means of obtaining, storing, processing information.

be able to:

- use the skills of working on a personal computer when solving the basic functional tasks of the user from the relevant subject area;
- create and format complex documents containing tables, figures and other objects using the word processor Word;
- develop and design spreadsheets using formulas, mathematical, logical and statistical functions and business graphics using an Excel spreadsheet;
- create combined documents using word processor Word and spreadsheet Excel;
- design and design presentations using the Power-Point dynamic presentation system;
- work with the tools of the program Photoshop.

possess:

- main methods, ways and means of obtaining, storing and processing information;
- skills of working with a computer as a means of information management.

3. Competencies: solve practical problems in marketing using modern office application software (BPC-7).

4. Requirements and forms of midcourse evaluation and summative assessment

The module-rating system is used. Intermediate certification: assessment of work in practical classes. Current certification: pass/fail.