

INTRODUCTION TO SPECIALTY

COURSE SYLLABUS ABSTRACT

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE
	full-time
Year	1
Semester	1
Lectures, hours	10
Practical classes (seminars), hours	10
Pass/fail, semester	1
Contact hours	10
Independent study, hours	20
Total course duration in hours / credit units	30 / –

1. Course outline

About the university. Organization of the educational process. Training of a specialist in the field of electronic marketing. The role and importance of marketing in entrepreneurship. The scope of professional activity of the specialist.

2. Course learning outcomes

Upon completion of the course, students will be expected to

know:

- management structure and history of the university;
- fundamentals of the organization of educational activities, independent and research work;
- content of future professional activity;
- basic requirements for specialists of this profile;

be able to:

- organize your work rationally;

possess:

- forms and methods of learning teaching material;
- skills of working independently and in a team.

3. Competencies

SC-1: assess the socio-economic significance of the future profession, form motivation to perform professional activities.

4. Requirements and forms of midcourse evaluation and summative assessment

Mid-course evaluation: assessment of oral answers in lecture classes. Summative assessment: pass/fail.