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	1
Semester	2	2
Lectures, hours	16	4
Practical classes (seminars), hours	34	8
Pass/fail, semester	2	2
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: Word processor Microsoft Word; spreadsheet Microsoft Excel; Google drive; dynamic presentation system Microsoft Power Point; Adobe Photoshop; Adobe Illustrator.

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

know:

- basic concepts of informatics;

be able to:

- to use the skills of working on a personal computer when solving basic functional ones; to use the skills of working on a personal computer when solving basic functional tasks of a user in the field of marketing;
- create and format complex documents containing tables, drawings 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 arrange presentations using the PowerPoint dynamic presentation system;
- work with the tools of the Photoshop program;
- work with the tools of the Illustrator program;

possess:

- proficiency in Microsoft Office;
- working knowledge of Photoshop;
- working knowledge of Illustrator.

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.