«SOCIAL MEDIA MARKETING AND ONLINE ADVERTISING»
COURSE SYLLABUS ABSTRACT
of higher education institution

Speciality 6-05-0611-04 Electronic economy
Profiling Digital Marketing

	STUDY MODE	
	full-time	part-time
Year	4	5
Semester	7	9
Lectures, hours	16	4
Practical classes (seminars), hours	16	4
Pass/fall, semester	7	9
Contact hours	32	8
Independent study, hours	68	92
Total course duration in hours / credit units	100 / 3	

1 Course outline

Social networks as a marketing tool. An SMM campaign. SMM promotion: types and methods. Promotion on popular social networks. Promotion in messengers. Online advertising. Targeted advertising. Contextual advertising.

2 Course learning outcomes

Upon completion of the course, students will be expected to

know:

- basic concepts of SMM,
- the main stages and methodology for evaluating the effectiveness of SMM campaigns, elements and tools of web analytics in the field of SMM;
- marketing characteristics of popular social networks;
- marketing opportunities for working in social networks;
- types and methods of SMM promotion;
- types and features of the use of online advertising;
- the specifics of the work of an SMM specialist;

be able to:

- conduct segmentation and audience targeting in SMM;
- use the characteristics of popular social networks, blogs and microblogs for marketing purposes;
- use marketing tools to work in social networks;
- organize SMM activities on the social media platform;
- monitor and collect web analytics of social networks;

- to possess a skill:

- skills in conducting SMM campaigns, using contextual and targeted advertising to promote the organization.

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

be carry out the promotion of the organization in social networks, use contextual and targeted advertising.

4 Requirements and forms of midcourse evaluation and summative assessment

Mid-course evaluation: quiz. Summative assessment: pass/fail.