«COPYWRITING AND CONTENT MARKETING»
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 Summary of the academic discipline

The basics of content marketing. Content strategy. Content plan. Content promotion techniques. The basics of copywriting. Copywriting in advertising.

2 Course outline

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

know:

- the concept of content marketing, types of content;
- the essence and rules of copywriting;
- the process of developing a content plan;
- an algorithm for the development and implementation of a content strategy;
- features and procedure for promoting content on the Internet;

be able to:

- create "selling" texts;
- develop various types of content for use in promoting an organization, brand, goods and services;
- develop a content plan and content strategy for the organization;

to possess a skill: -

– measure and evaluate the effectiveness of content marketing and content promotion.

3 Competencies

Create sales-oriented texts for use in the promotion of an organization, brand, goods and services/

4 Requirements and forms of midcourse evaluation and summative assessment

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