**The name of the academic discipline:**

**“Fundamentals of SMM”**

|  |  |
| --- | --- |
| **Specialty code and name** | 1-23 01 15 Social Communications |
| **Year of study** | 4 |
| **Semester of study** | 7 |
| **Number of in-class academic hours:** | 68 |
| **Lectures**  **Seminar classes**  **Practical classes**  **Laboratory classes** | 30 |
| 38 |
| - |
| - |
| **Form of the current assessment (*credit/ graded credit /exam*)** | exam |
| **Number of credit points** | 3 |
| **Competences** | Mastering the academic discipline “Fundamentals of SMM” should ensure the formation of special competencies: applying tools for planning and evaluating marketing in social networks |
| **Summary of the academic discipline:**  The discipline defines social networks, target audience, segmentation of target audience, theoretical and practical issues of SMM promotion. The features of social media for promoting goods and services, practical SMM marketing tools, the content and stages of developing an SMM strategy, and assessing the effectiveness of communication programs are considered. The content of the academic discipline includes work in the following areas: review of theoretical materials and practical assignments, the course contains assignments aimed at organizing independent work of students and checking the level of competence development. All this contributes to the deepening of the students’ research approach to studying SMM marketing issues. | |