



Syllabus of the course «SMM-marketing»

Specialty	242 «Tourism and Recreation»
Study Programme	«Tourism»
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester
ECTS credits	5
Workload	Lectures – 24 hours. Practical studies – 24 hours. Laboratory studies – 0 hours. Self-study – 102 hours.
Assessment system	Grading including Exam
Department	Department of tourism, building 1, auditorium 316, phone: (057)758-77-26 (ext. 451), website: http://tourism.hneu.edu.ua/
Teaching staff	Mariya Aldoshyna, PhD in Economics, associate professor
Contacts	Mariyaldo.88@gmail.com
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	At the Department of tourism, offline, according to the schedule, individual, PNS chat.
Learning objectives and skills:	
is the formation of a system of theoretical knowledge, applied skills and skills regarding the use of social networks for the promotion of goods and services, through the use of modern methods and tools of Internet marketing.	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
-	-
-	-
Course content	
Module 1. Internet marketing and social network technologies	
Topic 1. Internet marketing and online promotion in the digital economy	
Topic 2. Tools of social networks.	
Topic 3. Strategies of social networks working.	
Topic 4. Metrics for measuring advertising activity in social networks.	
Topic 5. Sales funnel and lead generation in SMM marketing strategy	
Module 2. Content marketing in social networks	
Topic 6. Main types of content in social networks.	
Topic 7. Key features of text, graphic and video content creation.	



Topic 8. Content plan development.

Topic 9. Instagram business ideas. Formation of a personal brand.

Topic 10. Online reputation management in social networks

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.