### **CONTENT MANAGEMENT SYSTEMS FOR WEB SERVICES**

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| **Тип дисципліни** | Elective |
| **Рівень вищої освіти** | First (Bachelor) |
| **Мова викладання** | English |
| **Кількість кредитів ЄКТС** | 8,0 |
| **Форми здобуття освіти** | Full-time |

**Результати навчання.** A student who has successfully completed the discipline must: know the nature, features and types of content management technologies; use digital information and software products necessary for the proper conduct of marketing activities and practical application of marketing tools; apply innovative approaches to the marketing activities of the market entity, flexibly adapt to changes in the marketing environment.

**Зміст навчальної дисципліни.** Basic principles and trends of SMM. Strategies and models of brand presence in social networks. Mission and features of using popular social networks, basic principles of work in them. Research of target audience and thought management, consumer loyalty and brand awareness. Analysis of competitors. Algorithm and methods of promotion on Instagram and Facebook. Content plan and marketing on social networks. Visual content. Basics of online sales funnel and lidogeneration.

**Запланована навчальна діяльність**: number of classroom hours - not less than 1/3 of the total number of hours planned for the study of the discipline.

**Методи навчання:** lectures (using methods of problem-based learning and visualization); laboratory and practical classes (using trainings, master classes, workshops), independent work (individual tasks).

**Форми оцінювання результатів навчання**: oral examination, defense of laboratory and practical work, test control.

**Форма семестрового контролю:** credit.

**Навчальні ресурси:**

1. Modular learning environment MOODLE. Access to the resource: <https://msn.khmnu.edu.ua>
2. Electronic library of the university. Access to the resource: <http://lib.khmnu.edu.ua/asp/php_f/p1age_lib.php>

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