

**ADDITIONAL EDUCATIONAL PROGRAM (MINOR)
«SMM SPECIALIST»**

For whom it is intended: Program (Minor): additional educational program (Minor) «SMM specialist» is intended for students of all Major educational programs.

Relevance: program Minor «SMM specialist» due to the rapid growth of Social Media Marketing. At the same time demand is becoming a profession SMM-specialist that is lacking on the market in the SMM. The profession is in demand both in advertising agencies and in large companies, in educational institutions, i.e. in any places where any services are provided.

Justification: the profession of «SMM specialist» appeared relatively recently in connection with the rapid growth of social media as a platform for working with clients. There is no such specialty in higher educational institutions yet and, as a rule, those who like to communicate, create interesting content, lead groups, conduct competitions, generate ideas, and be active become SMM specialists. The profession of an SMM specialist is at the intersection of marketing and IT, therefore, a specialist is required to have computer literacy in the field of creating and filling sites, knowledge of marketing communications strategy, basic knowledge of programming languages and graphic editors, online applications and tools.

Purpose: training specialists in the field of Social Media Marketing who have mastered the features of promotion in various social networks and online promotion tools, are able to analyze the target audience and competitors, create content plans for different target audiences, create content relevant to platforms, work with text, graphics and video.

Program Description:

1. The program (Minor) consists of 3 disciplines, each discipline has 5 credits (ECTS), in total the student must master 15 credits (ECTS).
2. The program (Minor) «SMM specialist» does not require pre-requisites.
3. The number of credits for obtaining a bachelor's degree remains unchanged at least - 240 credits.

Program content:

Name of the discipline	Description of the discipline	Learning outcomes
Web Programming	The course lays the foundation for the development of professional knowledge, and setting up web-sites. Examines Internet programming languages, as well as various tools for the development of web-sites. Forms students' knowledge of programming web pages, analyzing web content and social networks. As well as teaching students online ethics and the implementation of information security in the network.	LO1 - Knows the basic techniques of creating web-content and Internet resources LO2 - Creates and uses websites LO3 - Has basic knowledge of programming on the Internet LO4 - Analyzes social networks to promote the company LO5 - Provides information security in the network
Social Media Marketing	The course examines the issues of blogging on social networks, creating information messages in various communities and distributing them, communicating in comments, working with forums, hidden marketing, direct advertising and viral marketing, monitoring positive and negative backgrounds, and optimizing the media space.	LO1 - Uses social media to promote the company and solve business problems LO2 - Creates texts for blogs and news messages LO3 - Spreads information on social networks LO4 - Monitors positive and negative background LO5 - Knows how to communicate in comments and forums
Fundamentals of Computer Design	The course forms the knowledge, skills and knowledge acquire knowledge in the field of design and computer graphics. The course develops design and artistic abilities in the process of mastering the fundamentals of graphic culture by students, including the formation of design thinking and the ability to perform various types of professional graphic activities that allow you to manage creativity in the process of finding and implementing new ideas.	LO1 - Knows the basic concepts of graphic design and the basics of graphic design. LO2 - Knows methods and tools for processing and creating vector and raster images LO3 - Owns technologies for working with various sources of information; culture of graphic presentation; ability to generalize, critical analysis, perception and systematization of information LO4 - Uses tools and technologies for creating graphic modules on mobile devices and computers.