

APPROVED:
Vice-rector for study and methodical work
Veronika G. Shubaeva
« 30 » 2022

Менеджмент и социальные сети / Management and social media

Syllabus of the course

Specialty *38.04.02 Management*
Specialization *Business management and digital innovations*
Level of higher education *Bachelor Degree*
Form of training *Full-time*
Authored by: *2022*
Associate Professor, PhD, Olga A. Konnikova

Total number of hours	108	Form of final attestation: Test: semester 7
incl:		
contact work	32	
self-study	76	
practical training	0	
control hours	0	

Hours distribution:

Semester:	7
Type of classes	Hours
Contact hours	18
Practical training	14
Laboratory work	
Total contact hours	32
Self-study	76
Control hours	0
Total academic hours	108
Total credits	3

Saint-Petersburg
2022

CONTENTS

1. LEARNING OBJECTIVES	3
2. COURSE PLACE IN THE PROGRAMME STRUCTURE.....	3
3. EXPECTED RESULTS OF COURSE STUDY	3
4. COURSE STRUCTURE AND CONTENT	3
5. TEACHING AND LEARNING TOOLS OF THE COURSE.....	4
5.1 Recommended literature	4
5.2 List of software (including national production).....	4
5.3 List of reference systems and modern professional databases.....	4
6. TECHNICAL FACILITIES.....	5
7. METHODOLOGICAL GUIDELINES FOR STUDENTS	6
8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS	6
ASSESSMENT RESOURCES.....	8
1.1 Control tasks and assignments for interim attestation	8
1.2 Topics for written task	8
1.3 Interim checkpoints.....	8
1.4 Other assessment objects	8
1.5 Self-study	8
1.6 Grading scale	8

1. LEARNING OBJECTIVES

Objective:	Formation of professional competencies among students, allowing them to participate in the planning, implementation and monitoring of promotion activities in modern communication channels - social networks and other social media.
-------------------	---

2. COURSE PLACE IN THE PROGRAMME STRUCTURE

Discipline B1.V Management and social media refers to the part formed by the participants in the educational relations of Block 1.

3. EXPECTED RESULTS OF COURSE STUDY

Code and name of graduate competence	Code and name of the competence achievement indicator	Expected results of course study
PC-8 – Substantiation based on the analysis of financial and economic risks of the possibility of business transformation	PC-8.3 – Able to apply modern methods of information analysis to determine the strategic objectives of corporate governance	<p>Know main sources of business information in the digital environment, basics of integrated communications in social networks, main statements for evaluating the effect of events in social networks</p> <p>Be able to: analyze business information in the digital environment, plan and implement activities to promote goods, services, brands in social networks, monitor them and evaluate their effectiveness</p> <p>Possess: skills of analyzing the behavior of consumers and competitors in social networks, skills of choosing and setting up effective channels for communication with various segments of consumers in social networks</p>

4. COURSE STRUCTURE AND CONTENT

Code and name of the topics	Course content	Academic hours			
		Contact work			Self-study
		Lectures	Practices	Workshops	
Topic 1. Conducting market research in social networks.	Analysis of the market and potential demand (analysis of the needs of the target audience). Classification of competitors in the digital environment. Competitor analysis services. Media statistics services. Visitor statistics analysis systems.	4	4		16
Topic 2. Targeted advertising in social networks.	Classification of audiences in the digital environment. Finding an audience for targeting. Create a client avatar. Creation of targeted advertising in accounts of social networks. Retargeting audiences and search for retargeting audiences.	4	4		16
Topic 3. Content - strategies in social	Copywriting in social networks. Working with hashtags and geotags. Situational marketing. Search for	4	2		16

networks.	newsbreaks. Hype analysis. Drawing up an integrated content plan. Social media account checklist. Features of promoting a personal brand.				
Topic 4. Influencer marketing in social networks.	Blogger advertising. Selection of bloggers for advertising. Evaluation of the effectiveness of advertising via bloggers. Joint use of targeted advertising and advertising via bloggers.	4	2		16
Topic 5. Auditing the effectiveness of promotional activities in social networks.	Stages of working with a selling account in social networks. Choosing a social network to promote a specific product / service. Criteria for the selection of performers. Evaluation of the effectiveness of promotion activities in social networks.	2	2		12
Control hours:					0
Total hours:		18	14	0	76

5. TEACHING AND LEARNING TOOLS OF THE COURSE

5.1 Recommended literature

Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)	Digital resources
Muzykant, V. L. Fundamentals of integrated communications: theory and modern practices in 2 parts. Part 2. Smm, m&a market: textbook and workshop for academic undergraduate students / V. L. Muzykant. - Moscow: Yurayt, 2019. - 396 p. — (Bachelor. Academic course)	https://urait.ru/bcode/428807
Content Marketing: Social Media Promotion Strategies: A Study Guide / Senatorov A. - Moscow: Alpina Publisher, 2016. - 153 p.	https://znanium.com/catalog/document?pid=1002559
Internet advertising tools: textbook / V.N. Grigorieva. - St. Petersburg: St. Petersburg State University of Economics, 2018. - 80 p.	http://opac.unecon.ru/elibrary ... BA%D0%BB%D0%B0%D0%BC%D1%8B.pdf
Internet marketing [Electronic resource]: tutorial / A.Yu. Kurochkina, S.B. Golubtsov, O.A. Pogrebova; Ministry of Education and Science of the Russian Federation, St. Petersburg State University of Economics, Department of Marketing, 2016.	https://opac.unecon.ru/elibrar ... Д'½ДµÑ□-Д'¼Д°Ñ□Д°ДµÑ□Д.Д'½Д³.pdf

5.2 List of software (including national production)

- 7-Zip
- LibreOffice
- ОС АЛТ образование 10

5.3 List of reference systems and modern professional databases

№	Name of reference systems and professional databases
1.	Digital library Grebennikon.ru – www.grebennikon.ru
2.	Science Digital Library eLIBRARY – www.elibrary.ru

3.	Science Digital Library КиберЛенинка – www.cyberleninka.ru
4.	Database ПОЛПРЕД Справочники – www.polpred.com
5.	Database OECD Books, Papers & Statistics on the platform OECD iLibrary www.oecd-ilibrary.org
6.	Legal reference system КонсультантПлюс (installed resource UNECON or www.consultant.ru)
7.	Legal reference system «ГАРАНТ» (installed resource UNECON or www.garant.ru)
8.	Information and referral system «Кодекс» (installed resource UNECON or www.kodeks.ru)
9.	Digital library system BOOK.ru - www.book.ru
10.	Digital library system ЭБС ЮРАЙТ – www.urait.ru
11.	Digital library system ЗНАНИУМ (ZNANIUM) – www.znanium.com
12.	Digital library UNECON – opac.unecon.ru

6. TECHNICAL FACILITIES

There are special rooms for lectures, seminars, coursework, group and individual consultations, current and interim assessments, as well as rooms for self-study.

The premises are equipped with equipment and teaching aids.

The rooms for students' independent work are equipped with computers with Internet connection and access to the university's electronic learning environment.

Name of classroom	Classroom location
Classroom 1043 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialised furniture and equipment: Educational furniture for 42 seats (21 desks), teacher's workplace, chalk board 1 pc. (3 sections), chair 1 pc., table 2 pcs., iso chair 2 pcs.. Portable multimedia kit: Laptop HP 250 G6 1WY58EA, Multimedia projector LG PF1500G. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 1064 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 42 seats, a teacher's workplace, a whiteboard - 1 pc, a table - 1 pc, a chair - 1 pc, an interactive projector Epson-EB-455Wi - 1 pc, a computer Intel i3-2100 2.4 Ghz/4Gb/500Gb/Acer V193 19" - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2007 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Training furniture for 126 seats, teacher's workplace, m/m table - 1 pc, desk - 6 pcs, chair - 1 pc, chalk board (3 sectional) - 2 pcs, Chair - 3 pcs., Computer Intel i3-2100 2.4 Ghz/4Gb/500Gb/Acer V193 19" - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, ScreenMedia Champion 244x183cm (SCM-4304) - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2009 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 122 seats (study table 61 pcs., chairs 122 pcs.), the teacher's workplace, desk m/m, drawer 1 pc, chalk board 1 pc (3 sections), chair 1 pc, drawer 1	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P

pc, chair 1 pc, Chair 2 pcs., Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, Sound projector Yamaha YSP-3000 - 1 pc, Projector stand with camera decks - 1 pc, Projection screen draper - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, Screen Media D1 ceiling bracket - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	
--	--

7. METHODOLOGICAL GUIDELINES FOR STUDENTS

The following documents should be made available to the trainee before the start of the course:

- training and methodological documentation;
- local normative acts regulating the main issues of the organisation and implementation of educational activities, including those regulating the procedure for current monitoring and interim assessment of students;
- the schedule of consultations of the teaching staff.

The level and depth of mastering the discipline is determined by the active and systematic work of students in lectures, seminars, independent work, including in terms of identifying the most significant and relevant problems for further study. A special condition for qualitative mastering of the discipline is an effective organisation of work, which allows distributing the academic workload evenly in accordance with the schedule of the educational process.

When preparing for classes, students have the opportunity to attend consultations with the staff of UNECON according to the timetable set out in the schedule of consultations.

The students' in- and out-of-classroom work should aim to form:

- the fundamentals of the learner's world view and scientific understanding;
- basic knowledge relevant to the training area and the declared professional field, forming the target and professional basis for training;
- professional competences oriented towards the needs of the labour market;
- an individual trajectory by mastering a unique set of professional competences that complement the learner's competence model, through a focus on specific professional specialised areas of knowledge defined by labour market representatives;
- meta-skills for learners, such as teamwork and leadership, data analysis, digital skills, project design and implementation, intercultural interaction.

8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS

Students with disabilities, if necessary, are taught on the basis of an adapted work programme using special teaching methods and didactic materials that take into account the particularities of their psychophysical development, individual capacities and health status.

In order for disabled persons and persons with disabilities to master the curriculum, the University shall ensure that:

- for the visually impaired and visually impaired: availability of information on the timetable in accessible places and adapted forms for learners who are blind or visually impaired; presence of an assistant to assist the learner as needed; production of alternative formats of teaching materials (large print or audio files);
- for the hearing-impaired and hearing-impaired: adequate sound reproduction of information;
- for persons with disabilities and persons with mobility impairments: the possibility of unimpeded access for students to classrooms, restrooms and other areas of the department, as well as their stay in these areas.

Learners with disabilities and persons with disabilities are provided with printed and/or electronic educational resources in forms adapted to their disabilities. The education of students with disabilities may be organised with other students or in separate groups or organisations.

ASSESSMENT RESOURCES

1.1 Control tasks and assignments for interim attestation

Not provided for by the work program of the discipline

1.2 Topics for written task

Not provided for by the work program of the discipline

1.3 Interim checkpoints

Number	Type	Method of conduct	Topic number
1	Information and analytical work	with the help of technical means and information systems	1
2	Design and analytical work	with the help of technical means and information systems	2-5
3	Monitoring	with the help of technical means and information systems	1-5

1.4 Other assessment objects

Not provided for by the work program of the discipline

1.5 Self-study

Name of self-study	Topic number
Preparation of hometasks	1-5
Preparation for lectures and seminars	1-5

1.6 Grading scale

Scales of assessment and procedures for assessing learning outcomes of the discipline are regulated by the Regulations on the current control of progress and interim attestation of students in higher education programmes and the Regulations on the scoring and rating system.

A grading and rating system is used to assess the learning outcomes of the discipline:

The final control of the discipline is an examination (or a differentiated test), the final grade being formed in accordance with the scale given in the table below:

Points	Grade
≤ 54	fail
> 55	pass

Grading scale

2 (points to 54)	Demonstrates a lack of understanding of the problem. Many of the requirements of the assignment are not met. An initial perception of the material is demonstrated. The work is incomplete and/or plagiarized.
3 (points 55-69)	Demonstrates a partial understanding of the problem. Most of the requirements of the task have been met. Mastery of the elements of the assigned material. The material is mostly clear and coherent.
4 (points 70-84)	Demonstrates considerable understanding of the issue by the discipline. All requirements of the assignment are fulfilled. The content of the completed tasks is disclosed and examined from different perspectives.
5 (points 85-100)	Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled. Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity.