

The SYLLABUS
Spring semester 2020-2021 academic year
in the educational program of the specialty 5B051400 - "Public Relations"

Code of discipline	Name of the discipline	Independent work of a master's student (CPM)	Number of hours			Number of credits	Independent work of a master's student under the guidance of a teacher (CPMII)
			Lectures (Л)	Practical exercises (ПЗ)	Lab. classes (ЛЗ)		
MvSS 2209	Social Media Marketing		2	-	3	3	5

Academic information about the course

Type of training	Type of the course	Типы лекций	Types of practical classes	Number of Independent work of a master's student	Form of final control
Online	Theoretical	Problematic, analytical, contextual	Situational tasks, business games, projects	3	Oral Exam
Lecturer	Zhanabayeva A.B.			Zoom Conferences	
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The academic presentation course

The purpose of the discipline	Expected learning outcomes (PO) As a result of studying the discipline, the student will be able to:	LO Indicators of achievement (И/Л) (at least 2 indicators per LO) As a result of studying the discipline, the student will be able to:
«Social Media Marketing» – introductory discipline in the specialty 5B051400 - "Public Relations", giving initial knowledge, skills and abilities in the field of communication. The course provides students with the basic theoretical, institutional and practical basis for the development of professional activity. The training course examines General issues that give an idea of the communicative function that allows a service/ product, a person to develop successfully on a professional basis. Relevance consists in consideration of theoretical bases of modern PR, its features in Kazakhstan, the description and application of models and technologies of communication.	PO 1: As a result of the course program, the master's student will master the system of searching for new methods and forms of the industry, integration achievements and technological approach, and will be able to scientifically assess the impact of various factors on system models and technologies in modern public relations.	ИД 1.1: present methods of integrated communication development; ИД 1.2: achieve an understanding of the assessments of the development and use of know-how in the profession; ИД 1.3: get master's students the basic content, semantic, technological skills in the professional field; ИД 1.4: provide the basis for the implementation of projects using various methods;
	PO 2: Provide students with knowledge of the theoretical and practical foundations for economic and mathematical research of the market of information services on the Internet.	ИД 2.1: know the basic principles and methods of Internet marketing; ИД 2.2: independently and correctly choose the tools of marketing activities for conducting an effective advertising campaign of enterprises on the Internet; ИД 2.3: apply modern achievements in the field of PR ИД 2.4: have the skills to collect, process, analyze and interpret the necessary data for effective marketing activities on the global Internet.

Prerequisites	Basic foreign language in the aspect of intercultural communication, Specially professional foreign language, Practice of informative translation, Practice of interpretation
Post-requirements	
2	Educational literature: 1. Jason Falls, Eric Decker. Social media marketing. Just about the main thing. Publ.: Mann, Ivanov and Ferber. 2012 2. Barrow K. The course of survival of the Internet company. - M.: Alpina Publisher, 2001. 3. Mass media and the Internet: problems of legal regulation / Ed. M.V. Gorbanevsky. - M.: Ecoprint, 2003. 5. Kholmogorov V. Internet Marketing: A Short Course. - 2nd edition. - SPb.: Peter, 2002. 6. Hanson W. Internet Marketing: Educational and Practical Guide. - M.: UNITY-DANA, 2001. 7. Leontyev B. Everything you want to know about the Internet. - M., 2015. 8. Klimenko S., Urazmetov V. Internet - the habitat of the information society. - Protvino: Russian Center for Physical and Technical Information, 2005. 9. Faye, Mary Joe. Advertising, marketing and design on the Internet. - M., 2014 10. Dushkina M.R. PR and promotion in marketing: communication and impact, technology and psychology. Tutorial. Publisher: Peter. Internet resources: http://pressclub.kz Казахстанский пресс-клуб http://www.mediascope.ru Научные материалы по специальности http://prweek.com Международный журнал «PRWeekUK»
Academic policy of the course in the context of university moral and ethical values	Rules of academic conduct: All students must register for the MOOCS. The deadlines for completing the modules of the online course must be strictly observed in accordance with the schedule of studying the discipline. ATTENTION! Failure to meet deadlines leads to a loss of points! The deadline for each task is indicated in the calendar (schedule) for the implementation of the content of the training course, as well as in the MOOCS. Academic values: - Practical / laboratory classes, the IMW should be independent, creative in nature.
The politics of educational assessment and evaluation	Criteria-based assessment: evaluation of learning outcomes in relation to descriptors (checking the formation of competencies at the boundary control and exams). Summative assessment: evaluation of the activity of the work in the audience (at the webinar); evaluation of the completed task.

**Calendar (schedule)
of the implementation of the content of the training course**

week	The title of the topic	PO	ИД	Number of hours	The maximum score	Knowledge assessment form	Form of the lesson / platform
Модуль 1.							
1	Lecture 1. Basic concepts of Internet marketing	PO 1	ИД 1.1	1	2	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
Saturday 23.59 - deadline for delivery of SUN 1							
2	Lecture 2. Determining the needs of marketing research and motivation	PO 1	ИД 1.2	1	2	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
2	ПЗ 2. Integrated solutions as an incentive in PR	PO 1	ИД 1.1. ИД 1.2	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
Saturday 23.59 - deadline for delivery of SUN 2							
3	Lecture 3. Type of marketing information in PR and sources of its receipt.	PO 1	ИД 1.1. ИД 1.3	2	8	Oral survey	Video lecture Zoom Platform»

							Synchron/Asynchronous
3	ПЗ 3. Strengthening the technological array in public relations	PO 1	ИД 1.1. ИД 1.3	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
3	СРСП Essay on the topic of integrated PR solutions. Personality-oriented	PO 1	ИД 1.1. ИД 1.3	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
Saturday 23.59 - deadline for delivery of SUN 3							
Модуль 2.							
4	Lecture 4. The choice of methods for conducting marketing research in social networks (problem lecture)	PO 2	ИД 2.1 ИД 2.2 ИД 2.3.	1	2	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
4	ПЗ 4. Search for new methods and forms of the industry	PO 2	ИД 2.1 ИД 2.2 ИД 2.3.	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
Saturday 23.59 - deadline for delivery of SUN 4							
5	Lecture 5. The ratio of quantitative and qualitative approaches.	PO 2	ИД 2.1 ИД 2.3	1	20	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
5	ПЗ 5. Using integration achievements	PO 2	ИД 2.1 ИД 2.2 ИД 2.3.	1	2	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
5	СРСП. Prepare a table listing the PR tools used in the business sector	PO 2	ИД 2.1 ИД 2.2 ИД 2.3.	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
Saturday 23.59 - deadline for delivery of SUN 5							
6	Lecture 6. Mixed techniques in social networks	PO 2	ИД 2.1 ИД 2.2. ИД 2.3	1	2	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
6	ПЗ 6. Various forms of project implementation (project method)	PO 2	ИД 2.1 ИД 2.2 ИД 2.3	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
Saturday 23.59 - deadline for delivery of SUN 6							
	ПК 1				100		
7	Lecture 7. The nature of social media research	PO 1	ИД 1.1	1	2	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
7	ПЗ 7. Coordination of communication processes	PO 1	ИД 1.1	2	8	Oral survey	Video lecture

							Zoom Platform» Synchron/Asynchronous
	CPC Prepare a list of tools necessary for the introduction of new models of interaction. Problem-oriented task.	PO 2	ИД 2.1	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
Saturday 23.59 - deadline for delivery of SUN 7							
8	Lecture 8. Experiments and their role in organizing research in social networks	PO 2	ИД 2.1 ИД 2.3	1	2	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
8	ПЗ 8. Evaluation of the effectiveness	PO 2	ИД 2.3	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
Saturday 23.59 - deadline for delivery of SUN 8							
9	Lecture 9. Factors limiting the possibilities of experiment in social networks	PO 2	ИД 2.3.	1	2	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
9	ПЗ 9. Operational control of projects	PO 2	ИД 2.3	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
9	CPCП Provide a graphic description of the main stages and means of implementing the project	PO 2	ИД 2.3.	1	15	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
Saturday 23.59 - deadline for delivery of SUN 9							
Модуль 3.							
10	Lecture 10. Methods of collecting data in social networks	PO 1 PO 2	ИД 1.3. ИД 1.4. ИД 2.1.	1	2	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
10	ПЗ 10. Applying know-how in PR	PO 1	ИД 1.4.	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
10	MT				100		
Saturday 23.59 - deadline for delivery of SUN 11							
11	Lecture 11. Segmentation of the Internet market	PO 2	ИД 2.1 ИД 2.2.	1	2	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
11	ПЗ 11. Technologies-mix	PO 1	ИД 1.1. ИД 1.2.	2	8	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous

11	CPC Prepare a presentation on the most common planning errors in business practice. Design and organizational plan.	PO 2	ИД 2.1 ИД 2.3.	1	10	Oral survey	Video lecture Zoom Platform» Synchron/Asynchronous
Saturday 23.59 - deadline for delivery of SUN 12							
12	Lecture 12. Development of a marketing strategy in social networks.	PO 1	ИД 1.2 ИД 1.3.	1	2	Oral survey	Видеолекция Платформа «Zoom» Синхрон/асинхрон
12	ПЗ 12. List of sources of increasing competitiveness.	PO 1	ИД 1.2 ИД 1.3.	2	8	Oral survey	Платформа «Zoom» Синхрон/асинхрон
Saturday 23.59 - deadline for delivery of SUN 13							
13	Lecture 13. Features of the work of in-house sites	PO 1	ИД 1.2	1	2	Oral survey	Видеолекция Платформа «Zoom» Синхрон/асинхрон
13	ПЗ 13. Increasing the resource potential	PO 1	ИД 1.2	2	8	Oral survey	Платформа «Zoom» Синхрон/асинхрон
13	CPCII Collect examples of increasing resource potential. Personality-oriented.	PO 1 PO 2	ИД 1.1. ИД 1.2 ИД 2.2	1	20	Oral survey	Система «Univer»
Saturday 23.59 - deadline for delivery of SUN 14							
14	Lecture 14. Internet in Internet market management	PO 1	ИД 1.2	1	2	Oral survey	Видеолекция Платформа «Zoom» Синхрон/асинхрон
14	ПЗ 14. Transparency of public relations processes (project method)	PO 1	ИД 1.2	2	8	Oral survey	Платформа «Zoom» Синхрон/асинхрон
Saturday 23.59 - deadline for delivery of SUN 15							
15	Lecture 15. Analysis of the effectiveness of the company's marketing activities in social networks						
15	ПЗ 15. Ways to improve efficiency	PO 1 PO 2	ИД 1.2. ИД 2.2	2	8	Oral survey	Платформа «Zoom» Синхрон/асинхрон
Суббота 23.59 – дедлайн сдачи ВС 15							
15	ПК 2				100		
	EXAM				100		

[Abbreviations: BC – self-test questions; T3 – typical tasks; ИЗ – individual tasks; KP – control work; PK – border control.

Notes:

- Form of Л and ПЗ: webinar in Zoom (presentation of video materials for 10-15 minutes, then its discussion/consolidation in the form of a discussion/solution of cases/design // debates, etc.).
- Form of the KP conference: webinar – «Univer» System
- All course materials (Л, ВС, ТЗ, ИЗ и т.п.) can be found at the link (see Literature and Resources, p. 6).
- After each deadline, the next week's tasks are opened.
- The teacher gives out tasks for the KP at the beginning of the webinar.

Dean of the Faculty of Journalism

**The Chairman of the methodical Bureau
Head of the Department**

S.M. Medeubek

**M.O. Negizbayeva
N.T. Shyngysova**

