

Academic discipline:

Code and name of specialty	1-23 01 15 Social communication
Training course	3
Semester of training	6
Number of class hours:	68
Lectures	34
Seminar classes	34
Practical exercises	-
Laboratory classes	-
Form of intermediate assessment (credit/differential credit/exam)	exam
Number of credits	3
Competencies to be formed	The ability to carry out business communication and public speaking, conduct negotiations, meetings, carry out business correspondence and maintain electronic communications, the ability to apply the basic principles and standards of financial accounting for the formation of accounting policies and financial statements of the organization, cost management skills and decision-making based on management accounting data
<p style="text-align: center;">Summary of the content of the academic discipline:</p> <p>"Internet marketing" is an academic discipline aimed at forming students' solid knowledge in the field of applying the capabilities of Internet technologies in promoting an enterprise to the market, as well as the practical application of knowledge gained in the course, the acquisition by students of skills and abilities necessary for successful work as marketing specialists in enterprises of any form of ownership. Students are trained to use online marketing tools and apply them in advertising, PR and BTL campaigns.</p>	