

Social Media Marketing (SMM) Systems in the Digital Economy

1. **Course Description.** This course provides basic knowledge and practical skills to get started in social media marketing (SMM). It is designed for people with no prior marketing experience who want to learn how to use social media to grow their brand, business, or personal popularity.
2. **Initial requirements:** participants must be able to use a computer or smartphone, know how to create and work with social media accounts, and be willing to master modern social media tools for professional or personal development.
3. **Form of classes:** online classes using the Zoom platform.
4. **Number of hours:** 20 teaching hours, 10 lessons of 90 minutes each.
5. **Course language:** Ukrainian.
6. **Maximum number of course participants:** 20 people.
7. **Detailed course description:**
 - **Course objective:** to provide participants with the basic knowledge and skills to understand and practically use social media in the field of digital marketing, even if the participants have no previous experience in marketing. The course is designed for those who want to master the basics of SMM to use social media for personal or professional purposes, brand building or developing their own business.
 - **Program content:** introduction to SMM: SMM as part of marketing; platforms for promotion. Strategy; project goals in social networks; building a strategy for individual promotion; building a strategy for business. Visualization: generating ideas for content; content planning tools; base for creating visual content: photo, video and design. Copywriting: base for copywriting for social networks; Tone of voice in social networks. Targeted advertising: base for setting up targeted advertising; paid and organic promotion methods; metrics in SMM
 - **Expected results:** within the course, students will understand the basics of social media marketing, know the key features of popular platforms (Facebook, Instagram, TikTok, YouTube, LinkedIn, etc.) and their functions; understand how SMM is integrated into the overall business strategy, learn to create basic content for social networks (posts, stories, videos, graphics), be able to set up basic targeted advertising on different platforms, gain an understanding of the difference between paid and organic promotion methods, learn how to work with an advertising budget and select a target audience, and gain knowledge of basic metrics in SMM (CPC, CTR, Reach, ROI)..
 - **Evaluation:** completing homework assignments during the course and presenting an individual assignment.
 - **Assessment:** completion of homework assignments during the course and presentation of an individual assignment.
 - **Confirmation:** each participant who has completed the course will receive a certificate that includes the participant's details (full name), course topic, duration of classes, details of the course organizer, and date of issue of the document.
8. **Schedule:** Time: 17:00-18:30
Dates: 10.01., 14.01.,17.01.,21.01., 24.01., 28.01., 31.01., 04.02., 07.02., 11.02.,18.02.