PJSC "Higher Education Institution
"INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"

МАУП

SYLLABUS OF THE ACADEMIC DISCIPLINE
«SMM MANAGEMENT»

Specialty: **D3 Management**

Educational level: **first (bachelor's) level**

Educational program: **Management**

MAUP 2025

General information about the academic discipline

Name of the academic discipline	**«SMM management»**
Code and name of specialty	**D3 "Management"**
Level of higher education	First (bachelor's) level of higher education
Discipline status	selective
Number of credits and hours	**3 credits / 90 hours.** Lectures: Seminar classes: Independent work of students:
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	**test**
Discipline page on the website	

General information about the teacher. Contact information.

TELEPNEVA OLGA SVIATOSLAVNA	
Academic degree	Candidate of Economic Sciences
Academic title	
Position	Associate Professor of the Department of Management
Disciplines taught by the NPP	Introduction to the specialty "Management" Organizational theory HR management Self-management
Areas of scientific research	Management of the competitiveness of economic entities, logistics activities
Links to identifier registries for scientists	**Google Scholar;** https://scholar.google.com.ua/cita-tions?user=b3p06cAAAAAJ&hl=uk **ORCID;** https://orcid.org/0000-0003-4052-4928
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Teacher's portfolio on the website of the department / institute / academy	https://kh.maup.com.ua/

Course annotation. The "SMM Management" course is focused on students' mastery of modern methods for developing strategies for promoting companies in social networks and the features of the functioning of modern marketing communications on the Internet.

The subject of the academic discipline "SMM management" is a set of theoretical foundations, practical tools, strategies and methods for promoting brands, products and services on social networks (Facebook, Instagram, TikTok, Telegram, etc.)It covers target audience analysis, content

strategy development, targeted advertising setup, content creation, community management, and digital image management.

The purpose of studying the discipline is the formation of students' managerial thinking and knowledge system in the field of social media marketing management (SMM). Development of practical skills related to creating and promoting advertising campaigns on social networks using modern technologies.

Objectives of the academic discipline: To achieve the goal, the following tasks are planned: - to familiarize students with the role of social networks in the 21st century, the rating of the most popular social networks, and methods of their monetization;

- to reveal the features of the SMM manager profession and characterize the key areas of public life in which this profession and education are in demand;

- provide basic knowledge on creating an account in various social networks, choosing a target audience;

- to reveal the areas of influence of "opinion leaders" in social networks;

- teach students to use SMM tools to promote a business, brand, product or service on various social networks (Facebook, Instagram, Twitter, YouTube, TikTok, Linkedin

- develop skills in creating a content plan, copywriting and video blogging, developing and implementing an SMM strategy, and setting up targeted advertising.

Prerequisites of the academic discipline. The study of the academic discipline "SMM Management" is based on the knowledge and skills obtained by students at the undergraduate level. Namely: economic theory, microeconomics, macroeconomics, business economics, business analytics , management, marketing

Postrequisites of the academic discipline. Knowledge and skills acquired by students in the process of studying the academic discipline "SMM Management", contribute to the successful study by higher education students of a number of other academic disciplines aimed at the formation of professional knowledge and skills.

Content of the academic discipline (full-time education)

No.	Topic name	Teaching methods/assessment methods
CONTENT MODULE 1. BASIC PRINCIPLES AND BASIC FUNDAMENTALS OF SMM MANAGEMENT		**Teaching methods:** verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistical data, graphs); explanatory and illustrative; reproductive; problem-based presentation method; partially searchable; research; interactive methods (analysis of economic situations; discussions, debates; brain-
Topic 1.	Basics of social media and their role in marketing.	
Topic 2.	Creating an SMM strategy.	
Topic 3.	Market and competitor analysis	
Topic 4.	. Defining goals and KPIs for SMM strategy	
Topic 5.	Social media tools	
CONTENT MODULE 2.SMM MANAGEMENT TOOLKIT		
Topic 6.	Using AI tools for SMM	
Topic 7.	Community management and audience engagement.	
Topic 8.	Advertising on social networks	
Topic 9.	A leader's personal brand and its impact on brand trust	
Topic 10.	Engaging thought leaders	

		storming; situational modeling; practicing modeling skills); case method (analysis of real economic situations, problem finding, proposal of solutions, construction of models); modeling of professional activities (building economic models, forecasting, scenario modeling). **Assessment methods:** oral control (oral questioning, evaluation of participation in discussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays); test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting).
Modular test		
Form of control: credit		

Technical facilities and/or software. The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyze economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;

- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:
- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- working with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.
Table of points awarded to higher education students*

Topics	Ongoing knowledge assessment										Final control		Total points
											Modular test	Credit**	
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Assessment criteria for the module test in the academic discipline "SMM Management":

When assessing a module test, the volume and correctness of the tasks are taken into account:
- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- a grade of "good" (B) is given for completing 80% of all tasks;
- a grade of "good" (C) is given for completing 70% of all tasks;
- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;

- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

The final semester assessment in the discipline "SMM-Management" is a mandatory form of assessing students' learning outcomes. It is conducted within the time frame specified in the curriculum and covers the scope of material specified in the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfect	Good	Satisfactory	Unsatisfactory
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfect	Passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	not accepted with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.
To successfully complete the SMM Management course, the student must:
- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course "SMM-management" involves the assimilation and observance of the principles of ethics and academic integrity, in particular the orientation towards the prevention of plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and authorial, not overloaded with quotations, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.
1. Varna M. What is SMM and how does social media marketing work? A guide for beginners [Electronic resource]. Access mode: https://netpeak.net/uk/blog/shcho-take-smm-i-yak- pratsyue-marketing-u-sotsial-nikh-merezhakh-gayd-dlya-pochatkivtsiv
2. Share a Coke – a successful marketing move by Coca-Cola [Electronic resource]. – Access mode: https://vikna.if.ua/cikavo/50027/view
3. Educational series "SMM-specialist". Briefing and analysis [Electronic resource]. – Access mode: https://osvita.diia.gov.ua/courses/lesson/seria-3-brifing-ta-analiz
4. Are memes necessary for business? Using memes in advertising campaigns [Electronic resource]. – Access mode: https://interkassa.com/blog/chy-potribni-memy-dlia-biznesu
5. Lebedeva E. SMM strategy checklist: preparing for promotion in social network s [Electronic resource]. – Access mode: https://netpeak.net/ru/blog/chek-list-smm-strategii-gotovimsya-k-social-networking
6. Getting started with Ads Manager [Electronic resource]. Access mode: https://www.facebookblueprint.com/student/activity/213636?ref=cms_redirect#/page/61f455e7697d66740f31a6a8
7. Tsaplina A. What is a personal brand, how to create and promote it [Electronic resource] / A.Tsaplina, N. Syrotyuk – Access mode: https://sendpulse.ua/blog/personal-branding
8. Gres Ya. How to build a personal brand: an action plan from Yaroslava Gres [Electronic resource]. – Access mode: https://www.epravda.com.ua/publications/2019/10/19/652732/

9. Page creation manual from Meta [Electronic resource]. – Access mode: https://www.face-book.com/help/104002523024878

10. Educational resource Instagram for business [Electronic resource]. – Access mode: https://business.instagram.com/

11. Official educational resource from Meta [Electronic resource]. – Access mode:https://www.facebook.com/business/learn?wtsid=rdr_03Cv6k1ZfcyjBuRUW

12. How can a brand start collaborating with bloggers? [Electronic resource]. – Access mode: https://business.diia.gov.ua/handbook/marketing/ak-brendu-pocati-spivpracu-z-blogerami

13. How to create a business account on Instagram [Electronic resource]. – Access mode: https://www.facebook.com/business/help/502981923235522

14. SMM: foundation. Courses. Marketing - [Electronic resource]. – Access mode https://prometheus.org.ua/prometheus-free/smm-foundation/