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**Federal State Autonomous Educational Institution  
of Higher Education "Peoples' Friendship University of Russia"**

**Faculty of Economics**

(name of the main educational unit (OUP)-developer of the EP HE)

## **COURSE WORKING PROGRAM**

**Corporate websites: creation and administration**

(name of the discipline/module)

**Recommended by the MSS for the direction of training/specialty:**

**38.04.02 «Management»**

(code and name of the training area/specialty)

**The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):**

**International marketing and business**

(name (profile/specialization) of the EP HE)

## 1. COURSE GOALS

The purpose of the training course "Consumer research and targeting in social networks" is to develop students' global vision of international markets and acquire skills in the creative use of marketing tools in the foreign economic activity of the enterprise in the conditions of increasing competition in the world commodity markets. Special attention is paid to the marketing aspects of the entry of domestic companies into international markets and the adaptation of global marketing strategies of international companies to Russian conditions. The course is supplemented with educational specific situations from the modern practice of Russian and foreign enterprises, allowing to consolidate the acquired skills.

Course objectives:

study of theoretical and practical aspects of modern concepts of international marketing;  
 familiarization with the peculiarities and problems of the development of international marketing in the context of the globalization of the world economy;  
 development of analytical, system and communication skills for students to conduct successful activities in a rapidly changing international marketing environment;  
 developing students' creative approach to the problems of developing and implementing international marketing strategies of the company

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Corporate websites: creation and administration" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

| Code          | Competence  | Competence achievement indicators (within this course)  |
|---------------|---|---|
| <b>GPC-2;</b> | Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems                  | GPC-2.1 Owns modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information to solve management problems<br>GPC-2.2 Analyzes and simulates management processes in order to optimize the organization's activities<br>GPC-2.3 Uses modern digital systems and methods in solving management and research problems |
| <b>GPC-3;</b> | Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic envi- | GPC-3.1 Skills in the methods of making optimal management decisions in a dynamic business environment<br>GPC-3.2 Makes informed organizational and managerial decisions<br>GPC-3.3 Assesses the operational and organizational effectiveness and social significance of organizational and management decisions  |

| <b>Code</b>  | <b>Competence</b>  | <b>Competence achievement indicators (within this course)</b>  |
|--------------|--|--|
|              | ronment  | GPC-3.4 Provides the implementation of organizational and management decisions in a complex (including cross-cultural) and dynamic environment   |
| <b>PC-1;</b> | Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends | PC-1.1 Knows the goals, stages and procedures for conducting marketing research<br>PC-1.2 Able to work with digital data, assess its sources and relevance<br>PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research<br>PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities  |
| <b>PC-2;</b> | Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets  | PC-2.1 Knows how to select innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or commodity research)<br>PC-2.2 Able to work with digital data, assess its sources and relevance<br>PC-2.3 Is able to analyze and evaluate their economic efficiency of innovative products<br>PC-2.4 Owns the methods of development and evaluation of the effectiveness of innovative trade and technological, or marketing, or logistics, or advertising technologies  |
| <b>PC-7</b>  | Capable of planning and overseeing the marketing activities of an international company  | PC-7.1 Knows the stages of international strategic planning<br>PC-7.2 Knows the criteria for determining key indicators used in planning the marketing activities of an enterprise at the international level<br>PC-7.3 Knows how to form marketing plans<br>PC-7.4 Is able to develop the main business processes of an enterprise related to marketing activities<br>PC-7.5 Owns the methods of developing and implementing marketing programs<br>PC-7.6 Owns the methods of making tactical and operational decisions in the management of the marketing activities of the enterprise |

### **3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE**

The discipline "Corporate websites: creation and administration" refers to the variable component formed by the participants of the educational relations of the block B1.O.02.04 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Corporate websites: creation and administration".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

| <b>Code</b> | <b>Competence name</b>  | <b>Previous courses</b>   | <b>Next courses</b> |
|-------------|---|---|---------------------|
| GPC-2;      | Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems                        | Marketing Metrics<br>Marketing management in international companies<br>Trade Marketing | R&D practice        |
| GPC-3;      | Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment | Marketing Metrics<br>Corporate marketing at global markets<br>International Marketing   | R&D practice        |
| PC-1;       | Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends  | Marketing Metrics<br>Marketing management in international companies<br>Trade Marketing | R&D practice        |
| PC-2;       | Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets   | Marketing Metrics<br>Corporate marketing at global markets<br>International Marketing   | R&D practice        |
| PC-7        | Capable of planning and overseeing the marketing activities of an international company   | Consumer behaviour<br>Corporate marketing at global markets<br>International Marketing  | R&D practice        |

\* - filled in according to the competence matrix and the SP EP HE

#### 4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Corporate websites: creation and administration" is 4 credits.

*Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education*

| Types of academic activities during the period of the HE program mastering | Course workload, academic hours | Семестр(-ы) |   |            |   |
|--|---------------------------------|-------------|---|------------|---|
|  |                                 | 1           | 2 | 3          | 4 |
| <i>Contact academic hours</i>  | 144                             |             |   | 144        |   |
| Lectures LTR   | 18                              |             |   | 18         |   |
| Lab works LW   |                                 |             |   |            |   |
| Seminars SS  | 18                              |             |   | 18         |   |
| <i>Self-study, academic hours</i>  | 81                              |             |   | 81         |   |
| <i>Evaluation and assessment</i>   | 27                              |             |   | 27         |   |
| <b>Course workload</b>   | academic hours                  |             |   | <b>144</b> |   |
|  | credits                         |             |   | <b>4</b>   |   |

#### 5. COURSE CONTENT

*Table 5.1. The content of the discipline (module) by type of academic work*

| Course part topics  | Work type |
|---|-----------|
| Topic 1. The concept of the target audience. The structure of determining the target audience for each type of product or business segment  | LTR       |
| Topic 2. Semantics analysis and search for a semantic core to attract the consumer; Applied work with digital marketing tools on the example of Google Analytics, Yandex Metrica, Google Trends. Compilation of summary matrices for analysis and decision-making on promotion of SEO and other marketing tools   | LTR, SS   |
|   | LTR, SS   |
| Topic 3. Audience segmentation on the example of 5 important issues; Definitions of five important issues in understanding the target audience and finding your buyer. Formation of message lists for working with a potential buyer  | LTR, SS   |
| Topic 4. The way of the consumer (customer journey), the search for bottlenecks in the sales funnel Determination of the consumer's path, consideration of the consumer's path by examples as an option for finding bottlenecks in the formation of a marketing strategy and improving the indicators of the sales funnel at each stage of interaction with the consum- | LTR, SS   |

| <b>Course part topics</b>  | <b>Work type</b> |
|--|------------------|
| er.  |                  |
| Topic 5. The method of persons from the point of view of determining the consumer for your product and service; The concept of the person method and the use of this method for the formation of correct marketing messages within the promotion of goods and services                       | LTR, SS          |
| Topic 6. Principles of targeting in social networks and methods of working with the audience The concept of targeting, the search for a target audience in social networks, the compilation of the correct parameters depending on the business goals of the company and marketing strategy. | LTR, SS          |

\* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

*Table 6.1. Material and technical support of the discipline*

| <b>Audience type</b>             | <b>Equipping the audience</b>   | <b>Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)</b>  |
|----------------------------------|---|---|
| Lecture hall                     | An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340   | Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105   |
| Computer class                   | A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29 | Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen |
| For independent work of students | An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.  | Library Hall  |

\* - the audience for independent work of students must be specified!

## 7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

## *Main sources*

### a) basic literature

1. International marketing / Morgunov V.I., Morgunov S.V., - 2nd ed. - M.: Dashkov and K, 2019. - 184 p.: ISBN 978-5-394-02720-8 - Access mode: <http://znanium.com/catalog/product/450766>
2. International Marketing : textbook and workshop for undergraduate and graduate studies / I. V. Vorobyova [et al.] ; edited by I. V. Vorobyova, K. Petsoldt, S. F. Sutyryna. — Moscow : Yurayt Publishing House, 2019. — 398 p. — (Series : Bachelor and Master. Academic course). — ISBN 978-5-534-02455-5. — Text: electronic // EBS Yurayt [website]. — URL: <https://biblio-online.ru/bcode/432949> (accessed: 10.05.2019).
3. Didenko, N. I. International marketing. Fundamentals of theory : textbook for undergraduate and graduate studies / N. I. Didenko, D. F. Skripnyuk. — Moscow : Yurayt Publishing House, 2019. — 153 p. — (Series : Bachelor and Master. Module). — ISBN 978-5-9916-9799-6. — Text: electronic // EBS Yurayt [website]. — URL: <https://biblio-online.ru/bcode/434714> (accessed: 10.05.2019).
4. Didenko, N. I. International marketing. Practice : textbook for undergraduate and graduate studies / N. I. Didenko, D. F. Skripnyuk. — Moscow : Yurayt Publishing House, 2019. — 406 p. — (Series : Bachelor and Master. Module). — ISBN 978-5-9916-9796-5. — Text: electronic // EBS Yurayt [website]. — URL: <https://biblio-online.ru/bcode/434715> (accessed: 10.05.2019).

### B) Additional literature:

1. International business. Theory and practice : a textbook for bachelors / A. I. Pogorletsky [et al.]; edited by A. I. Pogorletsky, S. F. Sutyryn. — Moscow : Yurayt Publishing House, 2020. — 733 p. — (Series : Bachelor. Academic course). — ISBN 978-5-9916-3256-0. — Text: electronic // EBS Yurayt [website]. — URL: <https://biblio-online.ru/bcode/426103> (accessed: 10.05.2019).
2. Voroshilov Valentin Vasilyevich. Theory and practice of mass media [Text/electronic resource] : Textbook / V.V. Voroshilov. - 2nd ed., reprint. and additional ; Electronic text data. - Moscow : KNORUS, 2020. - 464 p. - (Bachelor's degree). - ISBN 978-5-406-05842-8 : 908.49. <http://lib.rudn.ru/ProtectedView/Book/ViewBook/6268>
3. Ovsyannikov, A. A. Modern marketing. In 2 hours Part 2 : textbook and workshop for bachelor's and master's degree / A. A. Ovsyannikov. — Moscow : Yurayt Publishing House, 2019. — 219 p. — (Series : Bachelor. Academic course). — ISBN 978-5-534-05052-3. — Text: electronic // EBS Yurayt [website]. — URL: <https://biblio-online.ru/bcode/441340> (accessed: 10.05.2019).

## ***Resources of the Internet information and telecommunication network:***

*UNIBC (Scientific Library) provides access to the following EBS:*

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: [www.springerlink.com](http://www.springerlink.com)
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znanium.com" - access to the main collection is granted

## ***Electronic resources for educational activities***

*Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>*

*eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*

*RSL Dissertations Access mode: <https://dvs.rsl.ru/?>*

*BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>*

*Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>  
East View. Collection "Statistical publications of Russia and CIS countries"  
Grebennikon Access mode: <http://grebennikon.ru/> /  
LexisNexis Access Mode:<http://academic.lexisnexis.eu>  
Search engines: Yandex ([yandex.ru](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

*Electronic resources for educational activities*

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1. [www.advertology.ru](http://www.advertology.ru)
2. [www.marketing.spb.ru](http://www.marketing.spb.ru)
3. [www.p-marketing.ru](http://www.p-marketing.ru)
4. [www.4p.ru](http://www.4p.ru)
5. [www.advi.ru](http://www.advi.ru)
6. [www.cfin.ru](http://www.cfin.ru)
7. [www.expert.ru](http://www.expert.ru)
8. [www.rbc.ru](http://www.rbc.ru)

*Educational and methodological materials for independent work of students during the development of the discipline/ module\*:*

*1. A course of lectures, standard tasks and a control test on the discipline "Corporate websites: creation and administration" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>*

## **8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE**

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Corporate websites: creation and administration" are presented in the Appendix to this Work Program of the discipline.

### **Developers:**

Associate Professor of the Marketing Department

**Chernikov S.U.**

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Signature

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Full name

**Faculty name and head:  
Dean of the Faculty of Economics**

**Andronova I.V.**

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Signature

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Full name

**Head of department:**



**Marketing dept head**

**A.M. Zobov.**

Signature

Full name

Appendix to the Work program of the discipline " Corporate websites: creation and administration"

APPROVED

At the meeting of the Department of Marketing

" \_\_\_\_\_ " \_\_\_\_\_ 2022, Protocol no. \_\_\_

Head of the Marketing Department

\_\_\_\_\_ Zobov A.M.

## **EVALUATION TASK FUND FOR THE COURSE**

**Corporate websites: creation and administration**

(COURSE NAME)

**38.04.02 «Management»**

(code and name of the training area)

**International Marketing**

(name of the training profile)

**Master**

Qualification (degree) of the graduate

## Evaluation and assessment fund passport for the course Corporate websites: creation and administration

Direction / Specialty: 38.04.02. "Management"

Specialization International marketing

### Summary evaluation table of the discipline Corporate websites: creation and administration

| The code of the controlled competence      | Controlled discipline topic   | EMF (forms of control of the level of development of OOP) |      |                       |              |       |                  |       |         |        | Points per topic |      |
|--|---|---|------|-----------------------|--------------|-------|------------------|-------|---------|--------|------------------|------|
|  |   | Classroom work  |      |                       |              |       | Independent work |       |         |        |                  | Exam |
|  |   | Survey  | Test | Work in the classroom | Presentation | Tasks | HT execution     | Essay | Project | Report |                  |      |
| PC-2;<br>GPC-2;<br>GPC-3;<br>PC-1;<br>PC-7 | Topic 1. The concept of the target audience.  |   |      | 1                     |              |       |                  |       |         |        | 1                | 1    |
|  | Topic 2. Semantics analysis and search for a semantic core to attract the consumer;                             |   |      | 1                     |              |       | 5                |       | 3       |        | 18               | 18   |
|  | Topic 3. Audience segmentation on the example of 5 important issues;  |   |      | 2                     |              |       |                  |       | 6       | 4      | 8                | 8    |
| PC-2;<br>GPC-2;<br>GPC-3;<br>PC-1; PC-7    | Topic 4. The way of the consumer (customer journey), the search for bottlenecks in the sales funnel             |   |      | 2                     |              | 5     | 5                |       | 6       |        | 18               | 18   |
|  | Topic 5. The method of persons from the point of view of determining the consumer for your product and service; |   |      | 2                     | 5            | 5     |                  |       | 6       |        | 18               | 18   |
|  | Topic 6. Principles of targeting in social networks and methods of working with the audience                    |   |      | 2                     | 5            | 5     |                  |       | 6       | 4      | 17               | 17   |
|  | <b>Evaluation</b>   |   | 10   |                       |              |       |                  |       |         |        | 10               | 20   |
|  | <b>Total</b>  |   | 10   | 10                    | 10           | 15    | 10               |       | 27      | 8      | 10               | 100  |

## Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

Point-rating system of knowledge assessment, rating scale

| Баллы БРС | Традиционные оценки РФ  | Оценки ECTS |
|-----------|-------------------------|-------------|
| 95 – 100  | Отлично – 5             | A (5+)      |
| 86 – 94   |                         | B (5)       |
| 69 – 85   | Хорошо – 4              | C (4)       |
| 61 – 68   | Удовлетворительно – 3   | D (3+)      |
| 51 – 60   |                         | E (3)       |
| 31 – 50   | Неудовлетворительно – 2 | FX (2+)     |
| 0 – 30    |                         | F (2)       |
| 51 - 100  | Зачет                   | Passed      |

### Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have

been mainly formed, most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

Materials for assessing the level of mastering the educational material of the discipline "Corporate websites: creation and administration" (evaluation materials), including a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills, and (or) experience of activity, characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures for assessing knowledge, skills, and (or) experience of activity, describing the stages of competence formation, developed in full and available to students on the discipline page in TUIS RUDN.

