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**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
NAMED AFTER PATRICE LUMUMBA  
RUDN University**

**Faculty of Economics**

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

**COURSE SYLLABUS**

**Content-marketing**

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(name of the discipline/module)

**Recommended by the Didactic Council for the Education Field of:**

**38.04.02 «Management»**

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(code and name of the training area/specialty)

**The course instruction is implemented within the professional education programme  
of higher education:**

**International marketing management**

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

## 1. COURSE GOALS

The purpose of mastering the discipline "Content-marketing" is to develop students' skills in assessing the internal and external environment of an enterprise, determining the effectiveness of marketing projects; forming a system of indicators for a comprehensive business assessment.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Content-marketing" 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)
UC-2;	Able to manage a project at all stages of its life cycle	UC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal UC-2.2 Determines the links between the tasks and the expected results of their solution UC-2.3 Within the framework of the tasks set, it determines the available resources and restrictions, the current legal norms UC-2.4 Analyzes the schedule for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the current legal regulations and available resources and restrictions UC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of control
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	PC-1.1 Knows the goals, stages and procedures for conducting marketing research PC-1.2 Able to work with digital data, assess its sources and relevance PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities
PC-6	Able to manage the marketing activities of an international company	PC-6.1 Knows the specifics of working with various international marketing tools PC-6.2 Knows the basics of international sales, international marketing communication PC-6.3 Knows how to apply methods of evaluating the effectiveness of solutions in the field of international marketing PC-6.4 Knows how to analyze the actions of international partner companies PC-6.5 Possesses the analytical, systems and communication skills to be successful in a rapidly changing international marketing environment PC-6.6 Possesses the skills of a creative approach to the problems of developing and implementing international marketing strategies of the company

Code	Competence	Competence achievement indicators (within this course)
PC-7	Capable of planning and overseeing the marketing activities of an international company	PC-7.1 Knows the stages of international strategic planning PC-7.2 Knows the criteria for determining key indicators used in planning the marketing activities of an enterprise at the international level PC-7.3 Knows how to form marketing plans PC-7.4 Is able to develop the main business processes of an enterprise related to marketing activities PC-7.5 Owns the methods of developing and implementing marketing programs 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 "Content-marketing" refers to the variable component formed by the participants of the educational relations of the block B1 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Content-marketing".

*Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline*

Code	Competence name	Previous courses	Next courses
UC-2;	Able to manage a project at all stages of its life cycle	Managerial economics / Управленческая экономика	Digital marketing / Диджитал-маркетинг International Economics / Мировая экономика
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	Management Research Methodology / Методология исследования проблем управления	Consumer behaviour / Поведение потребителя International Marketing / Международный маркетинг Content-marketing / Контент-маркетинг Global consumer trends / Глобальные тенденции потребления International logistics / Международная логистика

Code	Competence name	Previous courses	Next courses
PC-6	Able to manage the marketing activities of an international company		Marketing Metrics (Marketing project effectiveness) / Маркетинговые метрики (эффективность маркетинговых проектов) Marketing management in international companies / Оперативное маркетинговое планирование в международных компаниях International Marketing / Международный маркетинг
PC-7	Capable of planning and overseeing the marketing activities of an international company		Digital marketing / Диджитал-маркетинг International logistics / Международная логистика Corporate websites: creation and administration / Разработка и администрирование корпоративных сайтов

\* - it is filled in in accordance with the matrix of competencies and SP EP HE

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

The total labor intensity of the discipline "Content-marketing" is 4 credit units.

*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	Semesters			
				1	2	
<i>Contact academic hours</i>		144			144	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		18			18	
<i>Self-study, academic hours</i>		108			108	
<i>Evaluation and assessment</i>						
<b>Course workload</b>	academic hours	<b>144</b>			<b>144</b>	
	credits	<b>4</b>			<b>4</b>	

## 5. COURSE CONTENT

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

COURSE PART NAME		WORK TYPE
Topic 1. Omnichannel market.	Creating a seamless and unified customer experience across multiple channels, including physical stores, websites, mobile apps, social media, and more. Branding, messaging, and data across these touchpoints to ensure consistency and Personalization. Enhances customer satisfaction by offering convenience and flexibility, such as options like "buy online and pick up in-store," while leveraging data to optimize experiences and drive loyalty	LTR, SS
Topic 2. Development of e-commerce.	The development of e-commerce refers to the evolution and growth of online transactions, which have transformed the way businesses operate by providing global reach, personalized experiences, and efficient transaction processes .This development encompasses various stages, from basic online presence to integrated transactions and enterprise-level operations, allowing businesses to adapt and innovate in the digital marketplace . Over time, e-commerce has expanded to include diverse models such as B2B, B2C, and C2C transactions, leveraging technologies like AI, mobile apps, and social media to enhance customer engagement and sustainability .	LTR, SS
Topic 3. Success stories of online stores.	Examples of ecommerce businesses that have achieved remarkable growth and innovation by leveraging strategies such as customer-centric models, optimized online platforms, and creative branding. These case studies highlight key lessons, including the importance of seamless	LTR, SS

COURSE PART NAME		WORK TYPE
	user experiences, effective marketing, and adaptability to challenges, offering valuable insights for aspiring entrepreneurs	
Topic 4. Consumer on-line.	Behavior and activities of consumers when they engage in online transactions, including purchasing decisions influenced by factors such as trust, perceived risk, and digital marketing strategies. This field of study explores how consumers interact with digital platforms, make purchasing decisions, and navigate online contracts and risks, highlighting the complexities and opportunities in the digital retail environment.	LTR, SS
Topic 5. The concept of Content-marketing, its main goals and objectives.	Content marketing is a strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract, engage, and retain a clearly defined audience, ultimately driving profitable customer actions. Building brand awareness, fostering trust and loyalty, generating leads, nurturing customer relationships, and supporting long-term business growth .	LTR, SS
Topic 6. Basic Content-marketing tools.	Basic content marketing tools are software and platforms designed to streamline the creation, optimization, and distribution of content, helping marketers increase efficiency and engagement. These tools cover various functions, including keyword research (e.g., Semrush, Ubersuggest), content creation (e.g., ChatGPT, Google Docs), editing (e.g., Grammarly, Hemingway), analytics (e.g., Google Search Console), and promotion across channels like social media and email (e.g., Buffer, Mailchimp)	LTR, SS

<b>COURSE PART NAME</b>		<b>WORK TYPE</b>
Topic 7. Digital forms of communication	Digital communication refers to the electronic exchange of information, data, or messages through various digital channels such as email, SMS, social media, video conferencing, and instant messaging.	LTR, SS
Topic 8. Features of digital campaigns	Strategic use of online channels to promote products, services, or brands, employing tools like SEO, social media, email marketing, and content creation to achieve goals such as lead generation, brand awareness, and sales growth. These campaigns are characterized by measurable results, real-time engagement, personalized messaging, and adaptability to customer behavior across digital platforms.	LTR, SS

## 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	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
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.	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-

<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>
	Audience 27, 29	S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
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.	4 зал. Библиотеки Моно-блок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

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

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

### **a) Main literature:**

- Morgacheva, I. N. Content marketing : textbook for universities / I. N. Morgacheva. - 2nd ed., rev. and supplement. - Moscow : Yurait Publishing House, 2025. - 94 c. - (Higher Education). - ISBN 978-5-534-21349-2. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/569767> (date of address: 27.03.2025)..
- Shitov, V.N. Information content management : textbook / V.N. Shitov. - Moscow : INFRA-M, 2024. - 209 c. - (Secondary professional education). - DOI 10.12737/1842520. - ISBN 978-5-16-017311-5. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2103177>

### **b) Additional literature:**

- Akulich, M.V. Internet marketing : textbook / M.V. Akulich. - Moscow : Publishing and Trading Corporation "Dashkov and Co.", 2016. - 352 p. : table - (Educational publications for bachelors). - Bibliogr. in the book. - ISBN 978-5-394-02474-0 ; The same [Electronic resource]. - URL: <http://biblioclub.ru/index.php?page=book&id=453407>

*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)).*

*Information and reference portals:*

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 "Content-marketing" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989&notifyeditingon=1>

\* - all teaching materials for independent work of students are placed in accordance with the current procedure on the discipline page in the TUIS!

## **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 "Content-marketing" are presented in the Appendix to this Work Program of the discipline.

**Developers:**

**Associate Professor of the Mar-  
keting Department**

**Chernikov S.U.**

Signature

Full name

**Head of Marketing department**

**Lukina A.V.**

Signature

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Marketing dept**

**Zobov. A.M.**

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