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

Faculty of Economics

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

COURSE SYLLABUS

Corporate websites: creation and administration

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

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

International marketing

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

2025

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 LEARNING OUTCOMES

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)
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-2;	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) PC-2.2 Able to work with digital data, assess its sources and relevance PC-2.3 Is able to analyze and evaluate their economic efficiency of innovative products 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

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 "Corporate websites: creation and administration" refers to the variable component formed by the participants of the educational relations of the block Б1.О.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

Code	Competence name	Previous courses	Next courses
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	Content-Marketing / Global Economic Project in Eurasia / Customs and Tariff Regulation /	R&D practice
PC-2;	Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets	Marketing Metrics International economics Customs and tariff	R&D practice
PC-7	Capable of planning and overseeing the marketing activities of an international company	Integrated Marketing Communications / Digital Marketing /	R&D practice

* - filled in according to the competence matrix and theSP 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
Contact academic hours	144			144	
Lectures LTR	18			18	
Lab works LW					
Seminars SS	18			18	
Self-study, academic hours	81			81	
Evaluation and assessment	27			27	
Course workload	academic hours	**144**			**144**	
	credits	**4**			**4**	

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	LTR, SS

Course part topics	Work type
strategy and improving the indicators of the sales funnel at each stage of interaction with the consumer.	
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

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
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. Audience 27, 29	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office

Audience type	Equipping the audience	Specialized education-al/laboratory equipment, software and materials for the development of the discipline (if necessary)
		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 Моноблок 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

Main sources

a) basic literature
1. Sukharev, O. S. Functional and Internet marketing : a monograph / O. S. Sukharev, N. V. Kurmanov, K. R. Melkovskaya. - Moscow : KURS : INFRA-M, 2024. - 345 с. - (Nauka). - ISBN 978-5-905554-33-9. - Text : electronic. - URL: https://znanium.com/catalog/product/2117126.
2. Elena Kutuzovna Bulatova Typology Of Corporate Publications // Text. Book. Book ed. 2023. Issue number 32, P.130-145
B) Additional literature:
1. . International Marketing : textbook and workshop for undergraduate and graduate studies / I. V. Vorobyova [et al.] ; edited by I. V. Vorobyova, K.. Petsoldt, S. F. Sutyrina. — 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).
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

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
- 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), Google (google.ru).

Electronic resources for educational activities
:
1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. 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 Mar-   **Chernikov S.U.**

keting Department

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