

Curriculum of the study programme 38.04.06_01 «Internet Marketing»

Index	Description	Total hours	Total credits	Semester	Assessment
K.M.01	General science part	324	9		
K.M.01.01	Foreign language in professional communication	108	3	1	Graded academic assessment
K.M.01.02	Digital resources in scientific research	108	3	1	Academic assessment
K.M.01.03	History and methodology of science	108	3	1	Academic assessment
K.M.02	Basic part	540	15		Exam
K.M.02.01	Strategic management of commercial activities of a trade enterprise	144	4	1	Exam
K.M.02.02	Scientific discourse	72	2	1	Exam
K.M.02.03	Budgeting in the professional sphere	144	4	2	Exam
K.M.02.04	Presentation and reporting of scientific research results	72	2	5	Academic assessment
K.M.02.DV.01	Elective part 1 (DV.1)	108	3		
K.M.02.DV.01.01	Analysis of the effectiveness of commercial activities	108	3	4	Exam
K.M.02.DV.01.02	Resource potential management and geomarketing in trade	108	3	4	Exam
K.M.03	Profession-oriented part	1224	34		
K.M.03.01	Digital Marketing Strategies and Tools	144	4	1	Exam
K.M.03.02	Offline and online research	144	4	2	Exam
K.M.03.03	Omnichannel marketing	144	4	2	Exam
K.M.03.04	Search engine optimization (SEO)	180	5	3	Exam
K.M.03.05	Branding of Internet projects	144	4	3	Exam
K.M.03.06	Innovative marketing communications	144	4	4	Exam
K.M.03.DV.01	Elective part 1 (DV.1)	144	4	2	
K.M.03.DV.01.01	Content marketing	144	4	2	Exam
K.M.03.DV.01.02	Social media marketing	144	4	2	Exam
K.M.03.DV.02	Elective part 2 (DV.2)	180	5	4	
K.M.03.DV.02.01	Analysis of the effectiveness of online advertising	180	5	4	Exam
K.M.03.DV.02.02	Analysis of the effectiveness of the online store	180	5	4	Exam
K.M.04	Additional part	180	5	3	
K.M.04.DV.01	Additional courses	180	5	3	
K.M.04.DV.01.01	Educational foresight	180	5	3	Academic assessment
K.M.04.DV.01.02	Career adaptability	180	5	3	Academic assessment
K.M.05	Project part	1836	51		

K.M.05.01(P)	Internship for obtaining primary professional skills and abilities	216	6	2	Academic assessment
K.M.05.02	Internship for obtaining professional skills and experience	504	14	5	Exam
K.M.05.02.01(I)	Technological practical training	504	14	5	Academic assessment
K.M.05.03(P)	Scientific and Research Work	540	15	23	Academic assessment, academic assessment
K.M.05.04(I)	Scientific and Research Work	252	7	4	Academic assessment
K.M.05.05(PGI)	Pre-graduation internship	324	9	5	Graded academic assessment
K.M.06	Final state attestation	216	6	5	
K.M.06.01(T)	Master`s Thesis preparation and defense	216	6	5	
	Elective courses	108	3		
FTD.V.01	Adaptation part	72	2	1	Academic assessment
FTD.V.02	Basic operation in online educational information environment	36	1	1	Academic assessment

Basic part - 24 credits*

Elective part, compulsory courses - 25,5 credits*;

Elective part, elective courses - 25,5 credits*;

Traineeship section - 54*;

Final state attestation - 6 credits*;

*1 credit - 36 hours.

Consolidated data

		Course 1			Course 2			Course 3		Total
		sem. 1	sem. 2	Total	sem. 3	sem. 4	Total	sem. 5	Total	
Theoretical courses, practical training and internships		12 5/6	15 1/6	28	12 5/6	15 1/6	28	1 1/6	1 1/6	57 1/6
E	Exam sessions	3	4 3/6	7 3/6	3	4 3/6	7 3/6	2/6	2/6	15 2/6
P	Practical training		4	4						4
I	Internship in industry					4	4	8	8	12
PGI	Pre-graduation internship							5	5	5
T	Master`s Thesis preparation and defense							4	4	4
H	Holidays	2/6	9 4/6	10	2/6	9 4/6	10	5 4/6	5 4/6	25 4/6
*	Public holidays (excl. Sunday)	1 3/6 (9 days)	1 (6 days)	2 3/6 (15 days)	1 3/6 (9 days)	1 (6 days)	2 3/6 (15 days)	1 5/6 (11 days)	1 5/6 (11 days)	6 5/6 (41 days)
Duration of training (excluding public holidays and vacations)		Over 39 weeks			Over 39 weeks			Not less than 12 weeks and not more than 39 weeks		
Total		17 4/6	34 2/6	52	17 4/6	34 2/6	52	26	26	130