

Description of a Selective Academic Component

Academic Component	Selective Academic Component «Branding and Promotion of the Information Product»
Level of HE	First (Bachelor) Level
Title of specialty / educational and professional program	291 International Relations, Public Communications and Regional Studies / International Information and Public Communication.
Form of education	Full-time
Year, semester, duration	2 nd year, 4 semester, 5 credits
Semester control	Credit
Number of hours (total: including lectures / practical)	150 hours: lectures – 10 hours, practical – 20 hours.
Language of instruction	English
Department that provides teaching the academic component	International Communications and Political Analysis Department
Instructor	Senior Lecturer at the International Communications and Political Analysis Department Nazarii Shuliak
Brief Description	
Requirements for starting studies	basic knowledge in marketing and data analytics.
What will be studied	basics of branding, promotion and formation of a marketing image of a product or service using modern digital means.
Why it is interesting / should be studied?	the ability to create modern brands, to promote them to increase recognition and sales.
What you can learn (results)	knowledge and ability to form effective strategies for promoting the company using modern digital means.
How to use the acquired knowledge and skills (competencies)	using software tools to analyze information about companies and markets, selecting effective marketing strategies and tools to increase brand recognition.