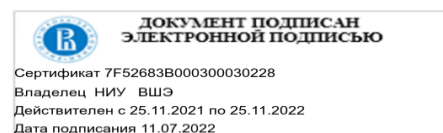




Приложение 2
к комплекту документов
по дополнительной образовательной
программе

**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ АВТОНОМНОЕ
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
«НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ УНИВЕРСИТЕТ
«ВЫСШАЯ ШКОЛА ЭКОНОМИКИ»
Школа иностранных языков
Центр языковой и методической подготовки**

УТВЕРЖДАЮ
Зам. первого проректора



_____ Д. Л. Волков
_____ 2022 г.
МП

УЧЕБНЫЙ ПЛАН
программы повышения квалификации
«Web-writing and content marketing»

Год набора: 2022/2023

Трудоемкость программы: 2 зач. ед., 68 академических часов (в том числе 52 ауд. час.)

№ п/п	Наименование разделов, дисциплин	Трудоемкость		Объем контактной работы(акад. часов) - ауд. работа (акад. часов)			Внеаудиторная (самостоятельная) работа	Форма контроля
		в зачетных единицах	в часах	всего часов	лекции	практические занятия		
1	2	3	4	5	6	7	8	9
1	Introduction to content marketing* <ul style="list-style-type: none"> • The practice of web writing and why it matters. • Introduction to content marketing • The evolution of content marketing • Basic content marketing approaches Existing content types		5	4		4	1	
2	Basic definitions of marketing* <ul style="list-style-type: none"> • learn the basic concepts of marketing • examine basic constituent parts of marketing • create a terminology base • create the basis for mastering the following chapters 		5	4		4	1	Quiz
3	Content strategy* <ul style="list-style-type: none"> • Audience Analysis • Product and marketing strategy analysis • Audit of existing content • Work out topics (topic clusters analysis) 		5	4		4	1	Quiz

	<ul style="list-style-type: none"> Analyze the content funnel Analyze competitors' content Content plan/editorial calendar Think through content production Start production <p>Think about distribution channels</p>							
4	Audience * <ul style="list-style-type: none"> Audience Analysis Product and marketing strategy analysis Audit of existing content Work out topics (topic clusters analysis) Analyze the content funnel Analyze competitors' content Content plan/editorial calendar Think through content production Start production Think about distribution channels 		5	4		4	1	Writing task: Audience analysis sample
5	Marketing funnel* <ul style="list-style-type: none"> What marketing funnel is What marketing stages there are What content is required for each marketing stage <p>How to measure content success</p>		5	4		4	1	Quiz
6	Search Engine Optimization (SEO) and how it's related to content* <ul style="list-style-type: none"> what search engines there are and how they are different; how search engines work; why it is important to consider the principles they operate on when 		5	4		4	1	Writing task: Key words analysis. Writing a headline.

	creating content; <ul style="list-style-type: none"> algorithms of ranking and selecting a response to a search query; how to optimize your content to boost ranking.							
7	Copywriting Basics: Creating Texts That Cope With Business Hurdles. Content formats.* <ul style="list-style-type: none"> see what good content is made of, learn to approach each element correctly, explore the tools that can help streamline your routine, try and create your first piece. see the whole picture of basic content formats learn basic peculiarities of their writing examine different content formats purposes and tasks when creating a piece of content, e.g. keywords analysis or audience research.		5	4		4	1	Writing task. Choose a format and create a content.
8	Graphic design* <ul style="list-style-type: none"> current trends and strategies of the marketing strategy visual component; graphic design in the marketing communications system; qualitative elaboration of visual concepts; useful tools and services for solving graphic design problems.		5	4		4	1	
9	Community building* <ul style="list-style-type: none"> examine the definition of the 		6	4		4	2	Quiz

	community notion; <ul style="list-style-type: none"> • discuss the types of communities; • consider community management strategies; cover best practices for community management.							
10	Legal issues* <ul style="list-style-type: none"> • learn what copyright law is • understand what it protects • examine your rights under copyright law • see the list of responsibilities towards preventing plagiarism • study the legal requirements of information security analyze the Privacy Policy templates for a website		6	4		4	2	Writing task: Privacy policy/cookie file draft
11	Automatic and technical messages* <ul style="list-style-type: none"> • dealing with touchy subjects • general rules on acting in cases of miscommunication • types of most common messages for communicating on a website • how and when to write those messages how to make those messages more transparent and user-friendly		3	2		2	1	Writing task: error message
12	Content marketing career paths* <ul style="list-style-type: none"> • learn which content marketing career paths you can find • examine the skills valuable for each direction • regard directions or opportunities that can accompany this or that 		3	2		2	1	

	position think over your career paths and your vision of applying content marketing skills							
	ВСЕГО:		58	44		44	14	
	Итоговая аттестация*:		10	8		8	2	зачет
	ИТОГО:	2	68	52		52	16	

* Итоговая аттестация (зачет) проводится в форме тестирования

Руководитель Школы иностранных языков

Е. А. Колесникова

Руководитель Центра языковой и методической
подготовки

Т. А. Барановская

Исполнитель:
Елисеева Г. И.
вн. 26006