

39.04.02 Social work, profile Social work in the sphere of a family and the childhood	
Social marketing in professional education and practice of social work	
Course/semester	Magistracy , 2/3
Main objective	Studying of bases of social marketing and formation of practical abilities of application of methods of market researches in professional education and practice of social work.
Contents	Bases of social marketing. Market researches in the social sphere.
Preliminary requirements	For successful assimilation of discipline the student needs to know the bases of the economy, jurisprudence, sociology.
Structure of the course	Lectures – 12 hours, practice – 26 hours, examination, independent work – 27 hours. Total 72 hours (45 hours contact)
Estimation, control – test	<p>Mark and rating system:</p> <ul style="list-style-type: none"> <li>- 0–24 it is unsatisfactory without possibility of repeating an examination;</li> <li>- 25–49 it is unsatisfactory with possibility of repeating an examination;</li> <li>- 50–72 it is satisfactory;</li> <li>- 73–86 it is good;</li> <li>- 87–100 it is excellent.</li> </ul> <p>80% – current work, 20% – pass</p>
Features of the organization of educational process and training materials	The following educational technologies are applied to carrying out classes in discipline: discussion, method of projects