

The All-Ukrainian scientific and pedagogical advanced training

Social Media Marketing (SMM) in Educational Services

June 23 – August 3, 2025

The professional program of advanced training is based on the latest scientific approaches to the organization of adult learning, achievements of psychological-pedagogical, social, and behavioral sciences. It is focused on the development and advancement of legal, psychological-pedagogical, communicative, communication competencies, as well as practical skills and attainments of interactive communication and professional-personal growth to improve professional communication and the implementation of teaching activities.

All participants will be provided with a *collection of abstracts* and an electronic certificate.

The workload of advanced training consists of **6 credits ECTS (180 hours)** and distributes 6 hours each day for 6 business weeks.

ORGANIZERS



We kindly invite academic and research staff of higher education institutions and scientific establishments, practitioners, postdoctoral, postgraduate and undergraduate students, and all interested in the topic to take part in the advanced training.

MEMBERS OF THE ORGANIZING COMMITTEE:

Halych Oleksandr Anatoliiovych – PhD in Economics, Professor, Rector of Poltava State Agrarian University, *Head of the Organizing Committee*;

Aranchii Valentyna Ivanivna – PhD in Economics, Professor, First Vice Rector, Poltava State Agrarian University, *Deputy Head of the Organizing Committee*;

Doroshenko Andrii Petrovych – PhD in Economics, Associate Professor, Vice-Rector for Research and Academic Affairs, Poltava State Agrarian University, *Deputy Head of the Organizing Committee*;

Diachkov Dmytro Volodymyrovych – Doctor of Economics, Professor, Director of the Educational and Scientific Institute of Economics, Management, Law and Information Technologies, Poltava State Agrarian University;

Pysarenko Volodymyr Viktorovych – Doctor of Economics, Professor, Head of the Department of Marketing, Poltava State Agrarian University;

Vakulenko Yuliia Valentynivna – PhD in Agriculture, Associate Professor, Head of the Educational and Research Center of Information and Communication Technologies in Education and Adult Education, Poltava State Agrarian University;

Dudnyk Volodymyr Vasylovych – PhD in Engineering, Associate Professor, Head of the Department of Adult Education and Innovative Development, Poltava State Agrarian University.

THE EVENT INCLUDES THREE ZOOM LECTURES:

25th June, 14:30, lecture “SMM basics in education: modern challenges and opportunities”.

2nd July, 14:30, lecture “Content marketing in education: how to create valuable and engaging content”.

31st July, 14:30, lecture “Audience engagement through social media: strategies, tools, case studies”.



Speaker – **Reshetnikova Olha Valeriivna**, PhD in Economics, Senior Lecturer at the Department of Marketing, Poltava State Agrarian University.

A link to the online lecture will be sent to all participants after paying participation fees. Online lectures will be saved.

REGISTRATION PROCEDURE:

Participation form: remote.

Persons who are interested in participation should **before June 20, 2025 (inclusively)**:

1) **fill an application form**;

2) send a copy of payment confirmation to Organizing **advanced_training@cuesc.org.ua** (the coordinator provides you with payment details when you fill in an application).

NB!

From *June 23 to August 3, 2025 (inclusively)*, during the advanced training, participants should send **research-methodological abstracts** to **advanced_training@cuesc.org.ua**.

RE: Advanced training on SMM in educational services.

Participation in the scientific and pedagogical advanced training without research and methodological report is impossible.

After October 17, 2025, every participant will receive a collection of abstracts and a certificate via e-mail indicated in the participation form.

ACADEMIC INTEGRITY:

The Organizing Committee of the All-Ukrainian Advanced training guarantees high-quality anonymous peer-review of each contribution. All papers are subject to check for plagiarism using StrikePlagiarism.com by the Polish company Plagiat.pl.

PROHIBITION ON USING THE AGGRESSOR STATE'S SCHOLARLY PAPERS:

Languages: Ukrainian and English. It is prohibited citing and including in the reference list Russian-language publications published in any country, including papers written in other languages but published in Russia and Belarus.

REQUIREMENTS FOR ABSTRACTS:

Volume – from 2 to 5 pages, A-4, Microsoft Word.

Font – Times New Roman, size – 14; line spacing – 1,5; the first line indentation – 1,25 cm; margins – 2 cm.

Sequence of materials in abstracts: title (semi-bold capitals); the author's surname and initials (semi-bold); academic degree, rank (if any), post, place of employment (study); text.

A file should be titled in accordance with the participant's surname and initials (for example: Shevchenko T.H._abstracts).

References (without repetitions) are at the bottom of the text taking into account the National Standard of Ukraine [DSTU 8302: 2015 “Information and documentation. Bibliographic reference. General principles and rules of composition”](#).

Citations in the text should be marked with numerical order of a source according to the list and page (pages) number, for example [7, p. 16].

Languages: Ukrainian, English.

CONTACTS:

Center for Ukrainian and European Scientific Cooperation

Contact person: **Liashchova Anastasiia**

Oleksandrivna, Coordinator of the All-Ukrainian scientific and pedagogical advanced training.

Contact number: **+ 38 (095) 653 40 42**

Email: advanced_training@cuesc.org.ua

Web-site: cuesc.org.ua

Facebook: facebook.com/cuescinfo

YouTube: youtube.com/channel/cuescinfo



CUESC

SAMPLE OF ABSTRACTS:

Рекламна діяльність в освітній галузі

Лядський І. К.

кандидат сільськогосподарських наук,

доцент кафедри маркетингу

фахівець дорадчої служби

Полтавський державний аграрний університет

м. Полтава, Україна

Вагоме значення у становленні та розвитку економіки, заснованої на знаннях, відіграє освіта [1, с. 13].

<...>

Література:

1. Колот А. М. Вища освіта як чинник формування людського капіталу: сучасний стан, тенденції розвитку. *Вісник Прикарпатського університету. Економіка*. 2007. Вип. 4. С. 12–16.