

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHLI (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 02 Volume: 106

Published: 18.02.2022 <http://T-Science.org>

QR – Issue



QR – Article



Iroda Avezovna Hojjeva

Tashkent State Economic University

1 course of basic doctorate

ihojiyeva3@gmail.com

«IMPROVING INNOVATIVE PROJECT-BASED METHODS OF TEACHING SOCIAL MEDIA MARKETING (SMM) IN THE DIGITAL ECONOMY» (ON THE EXAMPLE OF ECONOMIC UNIVERSITIES)

Abstract: This article was prepared on the basis of the research work "Improving innovative methods for projecting social media marketing (SMM) training in the digital economy" (on the example of economic universities), there were written about its relevance and necessity, object and subject, level of study, and expected results.

Key words: digital economy, social media marketing, innovative projecting methodology, education, training, system, economist, dynamics, modernization.

Language: English

Citation: Hojjeva, I. A. (2022). «Improving innovative project-based methods of teaching social media marketing (SMM) in the digital economy» (on the example of economic universities). *ISJ Theoretical & Applied Science*, 02 (106), 266-268.

Soi: <http://s-o-i.org/1.1/TAS-02-106-31> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.02.106.31>

Scopus ASCC: 2000.

Introduction

The developing wave of the digital economy is the beginning of a transition to a new advanced development, which is associated not only with the online revolution, but also with the modernization and reconstruction of the education system. The influence of such factors as the globalization of education, the transition to an innovative education system, the transformation of economic education, the creation of a system of continuous education, allows us to consider economic education as an integral part of global private education. The socio-economic situation in the society of Uzbekistan determined the dynamics of economic changes, processes that prove superiority personality over the dynamics of the ability to adapt to them. The knowledge gained and the economic knowledge formed during the training period is limited, and the normative documents and values being studied do not become permanent reference points in changing time, so the staff overestimates themselves in the process of work. The changes taking place in Uzbekistan have revealed serious shortcomings in specialists with knowledge and experience in making decisions in a market economy, and show that the need for such specialists

is growing. The economic reforms being carried out in Uzbekistan require the readiness of the population for the transition to the market, basic economic concepts and the laws of public life.

Main paragraph: The training of specialists capable of successfully working in a market economy with a certain level of economic competence will become an important and urgent task of modern education. In this regard, the need to train competitive personnel in the world market that meets the requirements for the content of education set out in the Law of the Republic of Uzbekistan "On Education" has not lost its relevance. The Decree of the President, which includes the concept of "Comprehensive socio-economic development of Uzbekistan until 2030" and the concept of "Higher education in Uzbekistan until 2030", has become a requirement for education, systemic transformations, an innovative economy and society in Uzbekistan, from the priorities in this area - adaptation of the content and structure of education to the modern needs of the labor market and increasing the availability of quality educational services [1]

The concept of long-term socio-economic development of the Republic of Uzbekistan states that the state will rely on the younger generation in solving

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

economic reforms and effective market development until 2030. The society is interested in training competitive specialists who are able to positively solve problems, adapt to changing living conditions, know the basics of a market economy, management, marketing, and master innovative ways of developing an enterprise.

In modern socio-economic conditions, the role of economic education in the education of Uzbekistan is growing as an important factor in the formation and development of a post-industrial society. Even innovative trends in world development reflect changes in sustainable economic education as follows:

- the need to prepare people for rapidly changing living conditions due to the accelerating pace of economic development;
- creation of conditions for the formation of economic thinking and rational economic behavior, economic education and the continuation of practical economic activity;
- the need to increase the level of readiness of citizens to make the right choice in a market economy;
- development of communicative and tolerant factors in connection with the expansion of economic cooperation.

Scientific research is being carried out to study the organizational and legal issues related to the effective management of social media marketing processes around the world. It also affects the international labor market.

The study and teaching of social media marketing occupies a special place among socio-economic processes. This is one of the complex social processes closely related to economic, political and other changes in society. The emergence of new professions in the field of Internet marketing, the process of their training has a significant impact on many aspects of social and economic development.

In particular, under the influence of learning processes in the field of social media marketing, the profession of the population of countries and regions will change, the supply of labor resources in the labor markets, and the stereotypes of people's behavior when choosing a career will change. Social media marketing, which is one of the processes of Internet marketing in our country, is characterized by a high demand for training. One of the tasks of the education system in society is to update and regulate the methodology of teaching marketing in social networks. In this regard, the improvement of the innovative design methodology for teaching Social Media Marketing requires the relevance of the work.

Research goals:

Scientific substantiation of teaching social media marketing in a digital economy by the method of innovative design as a socio-pedagogical phenomenon, the study of its essence and content, patterns of formation;

Identification of the philosophical, pedagogical and psychological factors of teaching social media marketing through innovative design methods;

A pedagogical system that satisfies the needs of society for innovative thinkers - the development of theoretical ideas about the goals, content and process of preparing students for innovative activities;

Give a special place in teaching social media marketing to students through an innovative design method, online learning method as an important component of pedagogical innovation;

Development of scientific and methodological recommendations based on the results of experimental research and research in accordance with the requirements of the current stage of development of higher economic education as the main system for preparing students based on innovative design created as special courses, a model for teaching technologies in social media marketing and pedagogical science.

Object of study. The process of higher education in economic universities.

Subject of study. Conditions, means, forms and methods of socio-pedagogical conditions "Improving innovative methods for designing teaching the subject of social media marketing (SMM) in the digital economy."

The degree of knowledge of the problem. The analysis of scientific research shows that the problem of forming knowledge in the disciplines of the specialty by various methods, preparing for self-development has been comprehensively developed.

Among the scientists-teachers of our country B.B. Mamurov [2], I. M. Rasulov [3], D. N. Mamatov [4], M. B. Urazova [5], M. Kh. Makhmudov [6] conducted research on the use of educational technologies, innovative design methods, pedagogical and information technologies in the educational process in higher educational institutions.

On the problems of innovative activity according to the design method in education in the experience of foreign studies found its expression in the following scientific activities of M.Kh. Pashaev [7], K. Baryshnikov [8], G. Zabelina [9], V. Obydenkov [10], G. Golovenchik [11], M. Jennifer [12].

However, it should be noted that these works have not become a unified system of the educational process to improve the teaching of social media marketing to students of economic universities through innovative design methods.

Expected results of the study:

Improving the multifaceted structural-logical model of teaching social media marketing based on improving the methods of innovative design of students of economic universities based on the mechanism of prioritizing the quality of training specialists in economics;

Improving the mechanisms for teaching social media marketing based on innovation through the introduction of pedagogical monitoring based on

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHII (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

structural and logical assessment (assessment system, performance indicators);

Development of information and methodological support for the development of knowledge in the field of social media marketing based on innovative design methods in the system of higher economic education;

It consists of the development of practical recommendations aimed at improving the mechanisms for increasing the effectiveness of teaching social media marketing to students of higher educational institutions based on innovation.

References:

1. (2019). *Decree of the President, including the concept of "Higher education in Uzbekistan 2030"*, PF-5 8 47/08.10.19.
2. Mamurov, B.B. (2018). *The system for the formation of skills for designing the educational process based on the acmeological approach among future teachers*. (p.180). Tashkent.
3. Rasulov, M. (2018). *Development of the designing culture of students through computer technology*. (p.65). Tashkent.
4. Mamatov, D.N. (2017). *Pedagogical design of professional education processes in the electronic information educational environment*. (p.50). Tashkent.
5. Urazova, M.B. (2015). *Improving the technology of preparing future teachers of vocational education for project activities*. (p.41). Tashkent.
6. Mahmudov, M.Kh. (2004). *Theoretical foundations of didactic design of education*. (p.87). Tashkent.
7. Pashaeva, M.Kh. (2009). *Perfection of marketing activity when using Internet marketing*. (p.55). Moscow.
8. Baryshnikov, K. (2020). *Formation of an integrated system of Internet marketing*. (p.38). Donetsk.
9. Zabelina, G. (2009). *Method of projects in the system of higher professional education*. (p.126). Moscow.
10. Obydenkova, V. (2018). *Internet design as a means of professional training for students of pedagogical universities*. (p.143). Moscow.
11. Golovenchik, G. (2019). *Formation and development of the digital economy in modern conditions of globalization*. (p.89). Minsk.
12. Jennifer, M. (2020). *Using Social Media Technologies in Project-Based Learning: A Case Study, Thesis Presented to the Faculty of Concordia University*. (p.90). Wisconsin.