PREREQUISITES FOR ONLINE SOCIAL MEDIA MARKETING RESEARCH

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Annotation

Today, during the advanced era of the digital economy, many networks have switched to online and have been connected to the Internet. Social media marketing is also part of the digital economy, and the demand for research in this area is growing. This article analyzes the conditions for online study of social media marketing in Uzbekistan and the design method of teaching. The following questions will be discussed: What are the conditions for learning how to marketing online social media? Also: What is the SWOT analysis on teaching social media marketing in Uzbekistan? To answer this question, a two-step research methodology was performed. The SWOT analysis analyzed the strengths, weaknesses, capabilities and potential risks of online social media marketing courses in the country.

Keywords: social media marketing, education, online education, offline education, teaching, learning, digital economy, design method.

Introduction

Social media marketing has never been as demanding as it is now, it is one of the most popular and most in-demand industries, with growing demands on the marketing of social media executives. Demand for this industry has grown, especially after the pandemic, as all professions have switched to online shopping, which has led to an increase in demand for social media marketing research. There are various courses in the world that provide distance learning and offline learning in this area. Social media marketing training is preferred as a course in many private educational institutions of the Republic of Uzbekistan. Individuals are even learning social media marketing on networks independent of many websites, YouTube channels, or other educational platforms.

However, in the higher education system, teaching in the above direction is not widespread. Therefore, it would be appropriate to teach social media marketing on the basis of universities, on their online platforms. Thanks to a platform set up in the form of a course, it would be effective for students to become experts in their field in a short time. We will answer the following questions in this

manuscript: What is Social Media Marketing? Social media marketing tools are establishing digital communication channels to communicate with customers and need developments to expand marketing[1]. This clearly shows that different platforms directly affect customers. As we can see, social media marketing is today a marketing network equivalent to research using secular media. Social networks are part of everyday life. Interactions through virtual platforms such as Facebook, Instagram, Twitter, YouTube, Line, LinkedIn, Pinterest, etc. show that social media is focused on all forms of technology and that engagement has impressive power [2].

This means that influencer platforms are very popular among humans. Nowadays, many customers spend their time on social and digital networks for various purposes, from data searches to final purchases of a product. In response to these changes, marketers are spending a large part of their ad budgets on digital marketing [3]. Therefore, the demand for this is increasing. Therefore, in this range it is necessary to study the conditions of distance learning.

What are distance learning technologies, and how can they be used to teach media sales? Let's start with discussions about these points. So what is distance learning?

In 2020, students enrolled in teacher training courses gained deep experience with the Internet, which means that they can have a permanent impact on the concept of education. If we focus on teachers in the preparatory stage, the scenario will be even more interesting because their (online) understanding of education (including its definition, relevant skills, and personal differences) can determine their future activities as teachers in a distance learning environment. Factors that include digital training of the community and its citizens have a huge impact on the educational process (i.e. it is important to know how remote courses are developed). Since countries differ in their digital readiness, we can expect differences in online learning, which in turn leads to differences in students' perception of distance learning[4]. This clearly describes the importance of exploring how to use social media. Previous research focuses on social media marketing research and distance learning systems teaching methods, but no special guidelines have been written on online social mediamarketing education through project-based methods.

This differs from the way that scientific work reveals the above questions. One of the national goals of the Cabinet of Ministers of the Republic of Uzbekistan dated October 20, 2018, No. 841 "On measures to realize national goals and tasks in the

field of sustainable development by 2030" is to encourage the possibility of lifelong education for all [5]. Therefore, it is desirable to teach all applicants this profession. To achieve this national goal, teaching social media marketing in course form through distance learning platforms of economic universities is exactly right for the national goal.

Research Methodology

First question: What are the conditions for distance learning in public media marketing technologies? Second question: What is the Swot analysis of distance learning social media marketing in Uzbekistan? In answering these questions, the researcher performed a two-step research methodology.1 Literature Analysis, 2. SWOT analysis.

Literature analysis. Analysis of scientific research shows that the issue of preparing experts to develop knowledge through various methodologies and to direct itself to self-development has been developed in every way. Including pedagogical theory, certain foundations have been established to study the preparation of students through the design method;

One of our country's pedagogical scientists, B.B. Ma'murov's research work, entitled "The System for developing teaching skills based on an acmeological approach to future teachers," said that solving a number of problems is required to create scientific pedagogical foundations for preparing teachers to design the teaching process. He believes that determining the didactic characteristics of designing the individual-oriented educational process; • deciding the experience of students in the educational process at a level of value; It is important to prepare future teachers for the design of a multi-directional learning process, taking into account the individual characteristics of the students [6].

In I.M. Rasulov's dissertation work "Developing student design culture in the form of computer technology," he describes the design method: students' design methods should focus on their design culture, and the qualities of design culture include: erudition, technical qualifications, creative thinking, intuition, reflexive abilities [7]. In his research work "Pedogical Design of Vocational Education Processes in the Electronic Information Education Environment," D.N. Mamatov comments: "The design of vocational education processes in the electronic information education environment applies to important professional competence [8].

M.B. In Urazova's named research work "Improving the technology of preparing a future vocational education teacher for design work," it was emphasized that the technological method of designing will lead to a planning approach to determining and teaching the sequence of work for divided teachers [9]. M.X. Mahmoudov's scientific work "Theoretical Foundations of Didactic Design of Education" mentions the systematic teaching of design [10].

In the experience of foreign studies, M.X. Pashayevaning "Soversynstovanian Carthainth Deleation Of The World of The World In his scientific work, he described designing as follows: in order to correct marketing in today's rapidly developing world of Internet technology, planning a sale means designing, and straident marketers certainly need to know how to lyohalash[11].

K. In Barishnikov's scientific work "Infectious Andean System Engineering", he commented on the need to design integration systems marketing to activate marketing over the Internet [12].

G. In her dissertation work "Methods in The State of the Republic of Uzbekistan", Zabelina assesses design me-todini as a determination of positive methods[13].

V. Obidenkova's "Intrne-Eddie", "Intret-Eddie" In his scientific work " The Development of Pedagogical Sciences", he describes design as follows: designing is carried out on the basis of Internet technologies,

serves as an integral part of improving professional competence[14].

G. Golovenchik "History and Corganics of the World's Cypresses In his dissertation entitled "The Ability to Develop a Digital Economy," he calls the design method an important area that needs to be developed at a time when the digital economy is developing [15].

In her dissertation work Social Media Technology Usage in Project-Based Learning: A Case Study, M. Jennifer emphasizes that social media marketing and design methods for today's Z-generation are the main weapons.

However, it should be emphasized that these activities have not been transformed into a single system of the educational process to improve the teaching of students of economic higher education through an innovative method of designing social media marketing.

Since this study analyzes all the major scientific papers published in the Scopus database, it paves the way for future researchers intent on studying digital sales education [17]. After studying these works, we can distinguish three points of view: course/occupation and institution. In these views, there are many similar and common elements. We see that the use of the media personally (individual

employee) has a strong influence on the use of social networks for reflection. The barriers to them are important and can only be effectively applied in a specific institutional area of approval and cultivation [18]. It depicts backups and barriers to social media use by individual employees as easily invincible only by understanding the potential benefits of social media use with members. Therefore, it is necessary to study it with an experienced teacher.

Our style is unique thanks to its consistent design methodology. All pay attention to its quality. The steps used there to develop this mechanism are convenient to teach media sales.

The distance learning platform can be understood not only by teachers, but also by participants. Many listeners can attend training of these platforms without hindrance to their activities during their training.

Social media marketing is a recognized field taught by endless new learning algorithms. Therefore, we ought to collect and study them in the form of a new education.

Trading in the media is in demand for many reasons, and topmenejers of companies want to pursue this modern profession. Therefore, the methods described above will also be easy and convenient for all workers. During training, working hours become unchanged.

Distance learning is convenient and affordable for all members of society. Trainers may be less involved during training. Video instructions are written before training begins.

If someone wants to achieve high results in social media marketing, they will feel interested in this up-to-date course. It is easy to learn these principles and strategies necessary for public media commerce, and fortunately, more than 100 entrepreneurial vamijozes use their moving advertisements. Google, Twitter, Pinterest, Facebook, Instagram, Tumblr, WordPress, YouTube, LinkedIn and Blogger. Those operating in any commercial type can take advantage of this highly appreciated training. Also, optimizing media accounts requires skill from all merchants and entrepreneurs. There is a teaching methodology that helps students achieve educational outcomes because activity is a variety of ways to adjust these algorithms. Teaching methods are designed to help participants: continue the content of the study; determines how to track content in a format and specific context.

Proposals for developing students' educational experience can be found in different publications, but different didactic content may require many solutions.

This study explores the power of Public Media Commerce Toolkit to provide guidelines for developing an online education-focused course. In relation to other didactic content, a number of explanations were given, along with some important points supporting the media's targeted tools being considered.

Analysis and Analysis of the Results

What are the conditions for remote learning of social media marketing? With the development of remote tools and technologies, social networks have become the main means of supporting practical research activities.   Social media technology provides teachers with the tools to engage students with valuable time to think about the task[19]. This illustrates the advanced development of distance learning methods. Social media users are active participants in secular media culture and create user-generated content[20].   This highlights the importance of content to active users of social media marketing. The social media mechanism provides teachers with the means to engage in learning new knowledge [21]. It provides information about attractive repetitor functions. (Matthew 24:14; 28:19, 20) Under the influence of public information, the way businesses market themselves is changing, creating new barriers and opportunities [22], so new terms of marketing on social networks will yield new results.

In addition, social media has opened up new opportunities for traders to gain audience experience through user-generated online content and the study of spoken e-conversations [23]. This illustrates the fact that new ways to teach marketing on social media are now in great demand. But in terms of digital commerce practice and theory, academic writing is limited in determining how it developed over time and contributed to DM literature. Analysis of magazines, countries, and authors who are contributing more to digital marketing is also in the beginning stages.

In addition to taking into account teachers' perceptions of readiness and distance learning, there are other factors related to preparation and distance learning [24]. Given a broader set of factors, it is possible to better understand the experience of higher education teachers and therefore develop more personalized assistance. Thus, higher education in this context entails staffing in universities, colleges and graduate schools [25]. So distance learning in higher education is in greater demand. However, with the exception of institutions offering adult education, vocational training or professionally evaluated teachers [26]. This is clearly described how our online course benefits both students and teachers. Now it is

possible to reduce the time and money spent on travel [27]. This means that our method can improve economic and time efficiency. SWOT analysis of remote social media marketing in Uzbekistan. This analysis provides an SWOT analysis of social media marketing teaching in the Republic of Uzbekistan in the form of a distance course on the distance platform of the University of Economics (Figure 1).

S (strengths)	- a small number of teachers can prepare a large number of students; - The ranking of the University of Economics increases; - students study remotely at a convenient time, wherever they are comfortable; - students will always be able to access the database of scientific resources through a combined remote platform; - the only system expected to evaluate social media marketing courses to ensure the convenience of finding professionals in this area; - the evaluation system should be objective;
V (weaker)	-the distance learning database is not adequately developed; - the need to update the distance learning platform frequently; - the national model of online teaching in social media marketing has not been adequately developed;
O (possibilities)	- students will quickly come to the attention of their employers and quickly get a job with a certificate of completion of this course; - learning is flexible, taking into account the needs of students by exchanging views online; - saves time and money; - in a short time, students can become experts in the modern industry;
T (threats)	- students' motivation for independent learning can be lost; -the platform needs advertising to be popular among students; - the availability of many distance learning centers creates a competitive environment.

Figure 1. SWOT analysis of online social media marketing course in Uzbekistan (strengths, weaknesses, opportunities, threats)

Conclusions and Suggestions

This study finds the answer to the question of what social media marketing is and is designed to identify what are distance learning and learning algorithms, as well as criteria for maso-favi formation, an important format in social media marketing education. Social media will find answers to questions about what it is to use and design the design method of teaching in reading marketing. We have been able to study various publications on marketing in the media, identify the terms and types of distance learning, and design methods. This can be used to

analyze the requirements for an online course in social media marketing.   In addition, the results of the SWOT analysis were reported.

We have also studied many teaching methods that are used for other subjects and have taken some relevant methods to teach how to use social media marketing through distance learning and may distinguish the following principles as suggestions:

1. Adults learn like children [28]. This means that the algorithm for learning social media marketing is game-style. Through illustrations or videos, they adapt faster to the process[29].   This means the importance of speaking and teaching in a playful way when teaching social media marketing.

2. No homework: The training materials are designed for the participant to perfectly complete the lesson by repeating the homework several times [30]. It provides information on schemes of privilege that go beyond setting up a new theme, including implementing them in real life.

3. Sensory organs of all kinds. Three types of perception: visual consciousness, hearing memory, and moving intelligence (sealed purposes that use the keyboard to enter text on the contact panel)[31].   Learning through all sensory organs is more effective.

According to this study, the training schedule should not contradict with seminars or lectures that participants have studied and occasionally wrote reminders. It ispreferable to try to think outside and plan a course that is completely different from what is normal. You can invite star speakers, go on an excursion, or hold an open-air briefing. If something innovative is tried and stand out, students have the opportunity to respond better. With good platforms in the plan, it is important to collaborate with other trainers or take participants on an internet tour.   Learning that interests students is very effective. Students will be interested in learning when the material is done in a variety of creative ways.

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