

HIGHER EDUCATIONAL INSTITUTION OF UKOOSPILKA
“POLTAVA UNIVERSITY OF ECONOMICS AND TRADE”

Department of Marketing

ACADEMIC DISCIPLINE SYLLABUS

«Advertising Business»

for 2022-2023 academic year

Year and semester of study	elective course
Educational program / specialization	
Speciality	
Sphere	
Degree	Bachelor

Professor,
Degree,
position

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Schedule	http://schedule.puet.edu.ua/
Consultations	http://www.marketing.puet.edu.ua/
Distance Course	https://el.puet.edu.ua/

Course description

Aim of the course	The purpose of the discipline is to provide students with theoretical knowledge and practical skills in creating advertising appeals and developing advertising campaigns to ensure their maximum communicative efficiency.
Length	5 credits (150 hours (lectures – 20, practical classes - 40, independent work - 90))
Forms and Methods of instruction	Practical classes in the classroom, independent work under the schedule
Control	Control: attending classes; homework; discussion of lesson material; tasks; presentations, testing; module work. Final control – credit test.
Basic skills	Speaking, listening, writing and reading skills
Language of instruction	English

The list of competencies provided by this course, program learning outcomes

Learning outcomes	Competencies
<p>Use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing activities and practical application of marketing tools;</p> <p>Demonstrate the ability to apply and implement an interdisciplinary approach marketing functions of the market entity;</p> <p>Act socially responsibly and socially consciously on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for individual rights and freedoms</p>	<p>Ability to correctly apply methods, techniques and tools of marketing;</p> <p>Ability to develop marketing support for business development in conditions of uncertainty;</p> <p>Ability to plan and conduct effective marketing activities of the market entity in cross-functional terms;</p> <p>ability to offer improvements in the functions of marketing activities.</p>

Content of the course

Topic	Types of work	Tasks for independent work
Module 1. «Theoretical principles of creating advertising products»		
Topic 1. Basics of advertising. Performing practical tasks	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics: basic principles of advertising; classification of advertising; the role of advertising in society; legislative bases of advertising activity.
Topic 2. Advertising market research.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing an individual task on the topics: market research; consumer behavior research; analysis of the external context of the advertising appeal.
Topic 3. Modern communication technologies in advertising.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics: social responsibility in creating advertising products; advertising creative; communicative advertising design.
Topic 4. Psychological methods of advertising.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the following topics: creative methods of ensuring the effectiveness of advertising appeal; the use of colors in the illustration of advertising; providing an emotional background in advertising.
Topic 5. Structure and design of advertising texts.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics: methods of functional and morphological transformations; advertising texts in advertising appeals; methods of processing the results of evaluation of advertising texts.
Module 2. «Organizational principles of advertising business»		
Topic 6. Organization and structure of the advertising process.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics: methods of advertising positioning of products; the concept of corporate style; features and legal bases of trademark creation; franchising in advertising.
Topic 7. Advertising agencies and planning advertising campaigns.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing an individual task on the topics: types of advertising campaigns; rational, emotional and moral motives in creating advertising products; classification of advertising texts; methods of finding advertising ideas..
Topic 8. Development of key strategic decisions in	Attending classes; homework; discussion of theoretical and practical material (oral answers);	Performing practical tasks on the following topics: factors that determine advertising

Topic	Types of work	Tasks for independent work
advertising.	educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	strategies; types of advertising strategies; SWOT-analysis of advertising strategies.
Topic 9. Evaluating the effectiveness of promotional activities.		Performing practical tasks on the topics: use of mass media in advertising business; optimization of the choice of mass media; determining the effectiveness of the use of the media in advertising.

Literature

1. Awareness Without Advertising. Making Buzz That Brands. Bravely. Chris C. Birt, 2019.
2. The complete guide to Facebook Marketing by mastering Facebook ads in no time. Eddie White, 2019
3. The Unpublished David Ogilvy. David Ogilvy, 2014.
4. Growth Hacker Marketing. A Primer on the Future of PR, Marketing, and Advertising. Ryan Holiday, 2014
5. Frenemies. The Epic Disruption of the Ad Business. Ken Auletta, 2018.

Software

Microsoft Office.

Policy of evaluation

1. Policy of deadlines: tasks that are submitted with violation of deadlines without valid reasons are evaluated by a lower score (75% of the possible maximum number of points per activity). You can do the modules for the second time only with the permission of a professor in case you have a valid reason (for example, disease).
2. Policy of academic honesty: cheating during module works and testing is forbidden (including the use of mobile phones). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during the lesson.
3. Attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship) training can take place online (Moodle) and consultations with a professor.
4. Policy of accepting the results of non-formal education: <http://puet.edu.ua/uk/publiczna-informaciya>.

Grading

Types of work	Maximal points
Module 1 (Topics 1-5): attendance (4 points); home task (4 points); participation in class (9 points); independent work (8 points); tests (4 points); module work (11 points)	50
Module 2 (Topics 6-8): attendance (4 points); home task (4 points); participation in class (9 points); independent work (8 points); tests (4 points); module work (11 points)	50
Total	100

Scale of grading

Points	ECTS Grade	National Grade
90-100	A	Outstanding performance
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Fairly satisfactory
35-59	FX	Fail (unsatisfactory work with possibility of taking exam for the second time)
0-34	F	Fail (unsatisfactory work with possibility of taking the course for the second time)