

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

Department of Marketing

ACADEMIC DISCIPLINE SYLLABUS

«Information wars in marketing»

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	<a href="http://schedule.puet.edu.ua/">http://schedule.puet.edu.ua/</a>
Consultations	<a href="http://www.marketing.puet.edu.ua/">http://www.marketing.puet.edu.ua/</a>
Distance Course	<a href="https://el.puet.edu.ua/">https://el.puet.edu.ua/</a>

**Course description**

<b>Aim of the course</b>	The purpose of the discipline is to provide students with knowledge of the methods of preparing and conducting information warfare using marketing technologies in influencing consumers.
<b>Length</b>	5 credits (150 hours (lectures – 20, practical classes - 40, independent work - 90))
<b>Forms and Methods of instruction</b>	Practical classes in the classroom, independent work
<b>Control</b>	Control: attending classes; homework; discussion of lesson material; tasks; presentations, testing; module work. Final control – credit test.
<b>Basic skills</b>	Speaking, listening, writing and reading skills
<b>Language of instruction</b>	English

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

<b>Learning outcomes</b>	<b>Competencies</b>
<p>Identify and analyze the key characteristics of marketing systems at different levels, as well as the behavior of their subjects.</p> <p>Identify the functional areas of marketing activities of the market entity and their relationships in the management system, calculate the relevant indicators that characterize the effectiveness of such activities.</p> <p>Apply innovative approaches to marketing activities of the market entity, flexibly adapt to changes in the marketing environment.</p>	<p>Ability to abstract thinking, analysis and synthesis.</p> <p>Ability to learn and master modern knowledge.</p> <p>Skills in the use of information and communication technologies.</p> <p>Ability to work in a team.</p> <p>Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).</p> <p>Ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.</p> <p>Ability to conduct marketing activities based on understanding the nature and content of marketing theory and the functional relationships between its components.</p> <p>Ability to correctly apply methods, techniques and tools of marketing.</p> <p>Ability to conduct marketing research in various areas of marketing activities.</p> <p>Ability to determine the impact of functional areas of marketing on the performance of market participants.</p> <p>Ability to substantiate, present and implement research results in the field of marketing.</p> <p>Ability to offer improvements in the functions of marketing activities.</p>

**Content of the course**

<b>Topic</b>	<b>Types of work</b>	<b>Tasks for independent work</b>
<b>Module 1. «The essence and tools of neuromarketing»</b>		
Topic 1: Fundamentals of information warfare theory.	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.	Information warfare and information struggle: basic concepts. Forms and methods of information warfare. Psychological and cyber warfare as components of information warfare. Information weapons and technologies for their use.
Theme 2. Information and virtual flows in social systems	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.	Tools of information wars. Typology and characteristics. Classification and structure of information warfare tools. Tools of communicative influence in information operations.
Topic 3. The place of advertising and information technologies in the communication environment	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.	Psychology of social advertising. Technological aspects of designing social advertising (creative, visualization rules, RAM-conductor methodology, methods of overcoming stereotypes). Psychological aspects of negative social advertising. Psychological aspects of modern social advertising.
Topic 4. Social communications on the Internet.	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.	Discussion of the role of social networks in socio-political conflicts, the impact of the Internet on social processes and political history.
Topic 5. Journalist in social media: peculiarities of work, responsibility.	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.	Differences in the activities and responsibilities of a blogger and a journalist. Peculiarities of journalist's work in social networks, limits of legal responsibility of journalists and bloggers

**Literature**

**Main**

1. AJ Agrawal. How NLP Can Boost Your Marketing Influence: <https://bit.ly/3KEW8yT>
2. Ben Lobel. Five neuro-linguistic programming tips to help you win sales: <https://bit.ly/3kx80Z0>
3. How to Boost Your Sales with Neuromarketing: <https://www.neuromarketingservices.com/neuromarketing-techniques/>
4. Maryna Ivannikova. (2020) Components of communication strategy for consumer's decision making process / N.V. Karpenko, M.M. Ivannikova//Marketingof innovations. Innovations in marketing. Materials of the International Scientific Internet Conference –December, 2020. –Poland, Bielsko-Biala: WSEH. -pp 36-39. [E-edition] –ISBN 978-83-63649-06-7 <https://bit.ly/3ybHeh2>
5. What is neuromarketing? How your brain responds to branding: <https://bit.ly/3KzS1nz>

### Software

Microsoft Office, social networks Facebook, Instagram; programs for creating visual content: Canva <https://www.canva.com/> PicsArt <https://picsart.com/explore>, Snapseed, Grid Post

### 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
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)	60
Final project	40
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)