OP 1.2 Advertising technologies

Specialty
075 - Marketing

Institute
Institute of Economics, Management and International Business

Educational program
Marketing

Department
Marketing (201)

Level of education
Master's level

Course type
Profile training, Selective

Semester
2

Language of instruction
English, Ukrainian

Lecturers and course developers

Olena Kitchenko

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Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing

Author and co-author of more than 80 scientific and educational works, including 3 textbooks, 4 monographs on current problems of marketing and economics.
Main disciplines: "Strategic marketing", "Marketing communications", "Advertising technologies", "Media planning"
Learn more about the teacher on the department's website

General information

Summary

The discipline is aimed at familiarizing students with global and domestic practices in the development and application of advertising technologies; providing basic knowledge about modern methods and principles of advertising products and services, principles of work of advertising agencies and other subjects of the advertising market; teach students to use the acquired knowledge to make the most effective decisions in the field of advertising development and production.

Course objectives and goals

The purpose of the discipline "Advertising Technologies" is to form a scientific worldview and a deep understanding of the existing trends in the development of advertising technologies, to master the tools for the formation of effective advertising communications, to analyze modern technologies for creating advertising, to manage the main stages of the creative process that allow creating a competitive advertising product.

Format of classes

Lectures, practical classes, consultations, self-study. Individual task in the form of a calculation task. Final control in the form of an exam

Competencies

ZK1. Ability to make informed decisions.
ZK2. Ability to generate new ideas (creativity).
SK1. The ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practical techniques of marketing.
SK4. The ability to apply a creative approach to work by profession.
SK6. The ability to choose and apply effective means of managing marketing activities of a market entity at the level of an organization, division, group, network.

Learning outcomes

R1. To know and be able to apply modern principles, theories, methods and practical methods of marketing in practical activities.
R2. To be able to adapt and apply new achievements in the theory and practice of marketing to achieve specific goals and solve the problems of a market entity.
R8. Use methods of interpersonal communication in the course of solving collective problems, conducting negotiations, scientific discussions in the field of marketing.
R9. Understand the essence and features of using marketing tools in the process of making marketing decisions.
R14. Form a marketing system of interaction, build long-term mutually beneficial relations with other market subjects.

Student workload

The total volume of the course is 150 hours (5 ECTS credits): lectures - 32 hours, practical classes - 32 hours, self-study - 86 hours.

Course prerequisites

To successfully master the course, you need to have knowledge and practical skills from the following discipline: "Marketing", "Brand Management", "Relationship Marketing".

Features of the course, teaching and learning methods, and technologies

During lectures, presentation materials and video materials are used. Conducting practical classes involves solving problems, cases, conducting business games. Current control is carried out in the form of an oral survey, online testing

Program of the course

Topics of the lectures

Topic 1. The place of advertising in society. Organization of advertising activities.
The impact of advertising on society. Social morality and advertising. Characteristics of the advertising industry. Advertising market: cost and dynamics of development. The essence and structure of the advertising process. Implementation of an advertising campaign "on your own" and with the help of a third-party organization (advertising agency): pros and cons of both approaches.
Topic 2. The essence of the advertising product, its development and promotion strategies.
The concept and specifics of an advertising product. Product concepts in advertising. Concept of advertising strategy.
Topic 3. Types of advertising. Possible and impossible in advertising.
Commercial, image, political, social advertising. Analysis of market opportunities (differences between the advertiser's view and the producer's view).
Topic 4. Features of advertising campaign planning.

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Advertising campaign planning. Technological stages of advertising campaign development. Business plan and advertising campaign plan.

Topic 5. The essence and content of creative technologies in advertising.
Professionalism and intuition. Creativity and craft. Commercial effectiveness of advertising creativity.

Topic 6. Stages of creative product development
Creative product development stages and testing stages. Methods of creative assessment: focus group interviews, in-depth interviews, sociological surveys, trial sales.

Topic 7. The essence and meaning of creativity in advertising
Advertising creative: essence, purpose, task. Principles and functions of creativity in advertising. Advertising concept and creative idea as the basis of advertising campaign strategy.

Topic 8. Modern communication technologies in advertising.
Communication technologies in advertising creativity. Application of psychological technologies in advertising. Application of social and communicative technologies in advertising. Marketing and creative directions of building advertising.

Topic 9. Technologies for creative solutions to advertising tasks.
Types of group and individual work in the process of finding a creative idea. Psychological barriers and ways to overcome them.

Topic 10. Advertising message: the process of developing and implementing a creative concept.
Concepts and features of working with an advertising message. The process of creating advertising texts

Topic 11. Technologies for creating print advertising.
The technology of creating an original layout of printed advertising. Using fonts when creating the original layout. Modern printing technologies. The main media of print advertising.

Topic 12. Outdoor advertising production technologies.
Features of creating an original layout of outdoor advertising. "Tethering" of outdoor advertising to the place of installation of the advertising medium (billboard, light box, prism, etc.). Outdoor advertising production technologies.

Topic 13. Video advertising production technologies. Radio advertising production technologies.
Video advertising tools and technical features. Technological stages of video advertising production. Radio advertising production technology.

Topic 14. Multimedia technologies in advertising.
Multimedia and advertising are the main concepts. Modern software and technical means of multimedia.

Topic 15. Multimedia advertising on the Internet.
Features of Internet advertising. Legal, ethical and other aspects of multimedia advertising.

Topic 16. Evaluation of the effectiveness of advertising technologies.
The issue of developing a budget for advertising activities. Evaluation of various advertising technologies.

Topics of the workshops

Topic 1. The place of advertising in society. Analysis of the advertising environment.
Topic 2. Advertising market and its subjects. Organization of advertising process.
Topic 3. Determination of target influence groups and unique product offers.
Topic 4. Development of an advertising campaign plan.
Topic 5. Creative technologies in advertising.
Topic 6. Methods of evaluating creativity.
Topic 7. Strategic foundations of advertising creative.
Topic 8. Application of communication technologies in advertising.
Topic 9. Methods of finding ideas and creating innovations.
Topic 10. Advertising text, advertising slogan, unique product offer.
Topic 11 Advertising and information wars
Topic 12. Features of creating an original layout of outdoor advertising.
Topic 13. Features of creating a script for video and radio advertising.
Topic 14. Video and radio advertising production technologies.
Topic 15. Work on creating content in social networks.
Topic 16. Basic metrics for evaluating the effectiveness of advertising activities.

Topics of the laboratory classes

Laboratory work within the discipline is not provided.

Self-study

An individual task from the discipline is a calculated task on the topic: "Development of an advertising campaign for a product or company."

Course materials and recommended reading

Basic literature:

1. Marketing activity of the enterprise: training. manual / edited by O. P. Kosenko. Kharkiv: "Oberig" LLC, 2023. P. 548 - 629.
https://repository.kpi.kharkov.ua/server/api/core/bitstreams/86e8a6b4-a1cf-42a5-a8cd-183a032c2896/content
2. Vernyhora S. M. Technologies of production and placement of an advertising product: radio advertising and television advertising: a practical guide. Kyiv: Grinchenko University, 2020. 80 p. URL:
https://ij.kubg.edu.ua/images/RZG/Nauka/Book_Vernigora_Radio_Tele_Reklama.pdf

Additional literature:

1. Creativity.ua: media about the creative industries of Ukraine and the world: exploring the creative process: from the search for insight to the realization of an idea / "Creativity.ua". Kyiv, 2020. URL: https://creativity.ua
2. MMR – Marketing Media Review: marketing, advertising, entrepreneurship ideas / "MMR". Kyiv, 2020. URL: https://mmr.ua
3. Podskrebko, O. S., Ivanchenko, N. O. Internet technologies in the advertising activity of the enterprise. Scientific Bulletin of the Poltava University of Economics and Trade. Series "Economic Sciences" 2022. (1 (105), 100-105. https://doi.org/10.37734/2409-6873-2022-1-13 .

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% final assessment in the form of an exam (40%) and current assessment (60%).
Exam: written task (2 theory questions + situational task) and oral presentation - 40 points
Current rating:
• 15 points - assessment of practical tasks classes;
• 15 points - current practical tests classes;
• 30 points – writing and defending an individual calculation task.

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The recipient must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be

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openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website:

http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/

Approval

Approved by	Date, signature 28.08.2023	Head of the department Diana RAIKO
	Date, signature 28.08.2023	Guarantor of the educational program Oleksandra KOSENKO

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