



Syllabus Course Program



OP 1.3 Advertising management

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

Selective

Semester

2

Language of instruction

English, Ukrainian

Lecturers and course developers

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Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing of NTU "KhPI"

Work experience - 16 years. Author of more than 100 scientific and educational and methodological works. Leading lecturer in the disciplines: "Advertising business", "Marketing and branding of the hotel and restaurant business", "Tourism marketing", "Advertising management"..

[More about the lecturer on the department's website](#)

General information

Summary

The goals and tasks of management in the field of advertising are considered, attention is paid to issues of operational and strategic planning of advertising activity, organization of the advertising process, psychology of advertising, regulation of relations between the subjects of advertising activity, approaches to justifying the advertising budget are considered, attention is paid to methods of evaluating the effectiveness of advertising and methods optimization of advertising activities.

Course objectives and goals

To acquaint future specialists with the world and domestic theory and practice of advertising management, to provide an understanding of its structures and mechanisms of influence, to provide basic knowledge of modern methods and principles of advertising products and services, and to teach them how to use them to make the most effective decisions in the field of advertising.

Format of classes

Lectures, practical classes, consultations. Final control - exam.

Competencies

ZK1. Ability to make informed decisions.

ZK2. Ability to generate new ideas (creativity).

ZK3. The ability to evaluate and ensure the quality of the work performed.
ZK4. Ability to adapt and act in a new situation.
ZK6. Ability to search, process and analyze information from various sources.
ZK7. Ability to show initiative and entrepreneurship.
ZK8. Ability to develop and manage projects.
SK6. The ability to choose and apply effective means of managing the marketing activities of a market entity at the level of an organization, division, group, network.
SK7. The ability to develop and analyze the marketing strategy of a market entity and ways of its implementation, taking into account cross-functional relationships.
SK8. The ability to form a market entity's marketing system and evaluate the effectiveness and efficiency of its functioning.

Learning outcomes

P4. Be able to develop a strategy and tactics of marketing activity taking into account the cross-functional nature of its implementation.
P10. To justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.
P11. Use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activity of the market entity.
P14. Form a marketing system of interaction, build long-term mutually beneficial relations with other market subjects.

Student workload

The total volume of the discipline is 150 hours. (5 ECTS credits): lectures – 32 hours, practical classes – 32 hours, independent work – 86 hours..

Course prerequisites

To successfully complete the course, you must have knowledge and practical skills from the following discipline: Strategic marketing; Relationship marketing; Brand management.

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

Lecture: Use of multimedia tools and supporting notes for the lecture.
Practical classes: solving typical tasks, analyzing specific examples (cases), listening to reports on issues that are submitted for independent study.
Current control: conducting tests for 15-20 minutes to assess students' understanding of the presented material, oral survey.
Protection of the calculation task: protection of work using presentation materials and multimedia tools.

Program of the course

Topics of the lectures

Topic 1. The role and meaning of advertising in modern conditions

Development of advertising science. The essence of advertising in the transition period of the economy. Social responsibility of advertisers and advertising producers in the modern world.

Topic 2. Characteristics and classification of advertising

Purposes and main functions of advertising. The main characteristics of the classification of advertising media. Advertising classification

Topic 3. Social aspects of regulation of advertising activities. Advertising and society

Deterrent measures and restrictions on advertising activities. The role of advertising in society.

Topic 4. Regulation of advertising activities (consumers, the public, the state).

System of regulation of advertising activity. Self-regulation in the field of advertising. Public non-commercial organizations in the field of regulation of advertising activity.

Topic 5. Basics of advertising management

The essence of advertising management. Subjects and objects of advertising management. System of advertising management functions

Topic 6. Organization of advertising activities at the enterprise

Types of organizational structures of marketing activity at the enterprise. Factors affecting the organizational structure of the advertising service. Organizational functions of the advertising service at the enterprise. Characteristic features of the internal advertising service.

Topic 7. Organization of activities of advertising agencies

Characteristics of an external advertising agency. Advertising campaign planning. Peculiarities of work of media buyers.

Topic 8. Development of a product advertising campaign. Advertising market research.

The concept of an advertising campaign. Principles of organizing advertising campaigns. Marketing strategy and situational analysis. Advertising market research

Topic 9. The art of drafting and implementing advertising messages.

A creative approach to advertising. Research on results. Selection of texts for advertising. Advertising production process.

Topic 10. Psychology of advertising

Manipulative techniques and technologies. Formation of advertising images. Testemonium in advertising.

Topic 11. Selection of optimal means of advertising distribution.

Advantages and disadvantages of means of distribution of advertising information. Principles of choosing advertising media. Program ratings and media indexes

Topic 12. Media planning

Concept of media planning. Main indicators of media planning. Criteria for choosing optimal means of information dissemination to achieve the goals of marketing communications. Basic requirements and approaches to developing a media plan.

Topic 13. Advertising campaign budget

Economic analysis at the stage of drawing up the advertising budget and allocation of budget funds. Factors affecting the volume of advertising expenses. Estimating an advertising campaign.

Topic 14. Methods of evaluating the effectiveness of advertising activities.

Concept of effectiveness of advertising activity. Methods of evaluating the economic effectiveness of advertising activities. Methods of evaluating the communicative effectiveness of advertising activities

Topic 15. Monitoring the results of the advertising campaign and advertising activities.

Purposes of controlling advertising activity. Revision of advertising activities. Prediction of results and control of advertising campaign.

Topic 16. Global marketing and advertising.

Expansion of markets to the global scale. International differences in culture and consumer behavior. Global advertising.

Topics of the workshops

Topic 1. The essence, goals and objectives of modern advertising

Historical stages of the emergence and development of advertising. Technological, political, social factors and their impact on the development of the advertising market. State of the advertising market.

Topic 2. Advertising in various mass media

Features of different types of advertising. Linguistic features of radio and television advertising. Peculiarities and typology of modern print advertising. Peculiarities of the organization of advertising on the Internet.

Topic 3. The relationship between advertising and society

Advertising and ethics. Misleading in advertising. Gender issues in advertising.

Topic 4. Regulation of advertising activities

State and non-state regulation of advertising activities. Foreign experience in regulating advertising activity. Legal regulation of advertising of certain types of goods.

Topic 5. The essence of advertising management

The essence and content of advertising management. Appointment of management in advertising activities. The main components of advertising management.

Topic 6. Organization of advertising activities at the enterprise

Organization of the internal advertising department at the enterprise. Advantages and disadvantages of internal advertising service.

Topic 7. Organization of interaction on issues of production and implementation of advertising

The concept of an advertising agency, its task and functions. Types of advertising agencies. Important aspects regarding the interaction between the advertiser and the advertising agency. Media buying and media selling.

Topic 8. Development of a product advertising campaign.

The essence and content of advertising research. Studying the objectives of advertising. Study of factors of the external and internal environment. Analysis of factors affecting the effectiveness of the advertising campaign.

Topic 9. Compilation of advertising messages

Stages and principles of advertising message development. Advertising positioning models. Advertising message submission forms. Creative brief.

Topic 10. Psychotechnologies in advertising

Advertising as a means of psychological influence. Peculiarities of the application of psychotechnologies in advertising.

Topic 11. Justification of the choice of advertising means

Advertising distribution channels and their selection. Methods of measuring the reach of the target audience.

Topic 12. Formation of the media plan

Basic concepts and stages of media planning.

Topic 13. Estimating an advertising campaign and allocating budget funds

Methods of determining the advertising campaign budget. Advertising campaign budget planning procedure.

Topic 14. Planning the effectiveness of an advertising campaign

Principles and directions for determining the effectiveness of an advertising campaign. Evaluation of the effectiveness of the results of the previous advertising campaign. Determining the effectiveness of an advertising message. Determining the effectiveness of the media strategy. Evaluation of advertising campaign results.

Topic 15. Control in advertising

Control of advertising activity: essence, goals, stages. The process of controlling advertising activity.

Topic 16. International advertising

Features of advertising of international brands. Advertising strategies of international brands. Advertising of international brands in Ukraine.

Topics of the laboratory classes

Laboratory work within the discipline is not provided.

Self-study

The course involves the implementation of an individual calculation task on the justification and development of an advertising campaign of the product chosen by the applicant and the calculation of its predicted effectiveness. The result of the development is drawn up in a written report.

Course materials and recommended reading

1. Advertising & IMC: Principles and Practice. Pearson; 10th edition (2014). - 672 pp.
2. C.L. Tyagi & Arun Kumar Advertising Management - Softcover. Atlantic (2013). - 440 pp.
3. Donald W. Jugenheimer, Larry D. Kelley, Fogarty Klein Monroe Advertising Management. Routledge; 1st edition (2009). - 288 pp.
4. Larry D. Kelley, Kim Bartel Sheehan Advertising Management in a Digital Environment. Text and Cases. Copyright (2022).
5. Rajeev Batra, John G. Myers, David A. Aaker Advertising Management. Prentice Hall, 1996 - 754 pp.

Assessment and grading

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

100% of the final grade consists of assessment results in the form of an exam (40%) and current assessment (60%).
Exam: written task (2 questions from theories + problem solving) and an oral report.
Current assessment: 2 online tests and calculation task (20% each).

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 student 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 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.

Approval

Approved by

Date, signature

Head of the department
Diana RAIKO

Date, signature

Guarantor of the educational program
Oleksandra KOSENKO