



Syllabus Course Program



Theoretical foundations of marketing and advertising activities

Specialty

054 – Sociology

Educational program

Sociological support of economic activity

Level of education

Master's degree.

Semester

2

Institute

Institute of Social and Humanitarian Technologies

Department

Sociology and public administration (305)

Course type

Special (professional), selective

Language of instruction

English,

Lecturers and course developers



Dina Akramivna Tereshchenko

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Doctor of Sciences in Public Administration, Professor, Professor, Professor of Department of sociology and public administration, National Technical University «Kharkiv Polytechnic Institute», Kharkiv (NTU "KhPI").

Author of over 200 scientific and educational-methodical publications. Leading lecturer for courses such as "State and Regional Governance," "Administrative Management," and "Public Relations."

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

<http://web.kpi.kharkov.ua/sp/profesors-ko-vikladats-kij-sklad>



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Doctor of Science in Public Administration, Associate Professor, Professor of the Department of Sociology and Public Administration

Academic and teaching experience - over 10 years. Experience in public administration - 20 years. Author of over 200 scientific and educational publications.

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

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General information

Summary

Based on the theory of modern sociological science, the course allows students to form an idea about the specifics of marketing and advertising activities and to master sociological methods of researching these phenomena.

Course objectives and goals

Acquaintance of students with modern concepts of general concepts of marketing and advertising; studying the basic principles of marketing and advertising research and the peculiarities of their conduct (in comparison with sociological research); formation of the perception of sociology students about their place and possible activities, opportunities and tasks in the field of marketing and advertising.

Format of classes

Lectures, practical classes, consultations. Final control in the form of an credit.

Competencies

SC01. Ability to analyze social phenomena and processes.

SC03. Ability to design and fulfill sociologic research, to develop and substantiate their methodology.

SC04. Ability to collect and analyze empirical data with the use of present-day sociologic research methods and digital technologies.

Learning outcomes

PR01. To analyze social phenomena and processes using empirical data and present-day concepts and theories in sociology.

PR04. To apply scientific knowledge, sociological and statistical methods, digital technologies, specialized software for solving complex tasks in sociology and conterminal knowledge areas.

PR09. To plan and carry out scientific research in the field of sociology, to analyze its outcomes and substantiate the conclusions.

Student workload

The total volume of the discipline is 120 hours. (4ECTS credits): lectures – 32 hours, practical classes – 16 hours, independent work – 72 hours.

Course prerequisites

To successfully complete the course, you must have general knowledge within the scope of preparation under the bachelor's program 054 "Sociology"

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

During lectures on the academic discipline, the following teaching methods are used: explanatory and illustrative (on-screen demonstration of presentation slides, demonstration of commercials, visualization of educational material), reproductive and partially research-based (lectures are based on the material of the sociology of marketing and sociology of advertising courses, which students studied in the bachelor's program).

During the seminar classes, the following is used: the reproductive method (learning the basic concepts of the course); partially search and research method (when performing individual tasks).

Program of the course

Topics of the lectures

Topic 1. Formation of marketing theory.

Subject and tasks of the course. Historical milestones in the formation of the theory and practice of marketing.

Principles of marketing and directions of its modern development.

Peculiarities of the American and European schools of marketing.

Formation and development of marketing in Ukraine.

Topic 2. Current state and prospects of marketing development

Classification of types of marketing.

The latest types of marketing.

New trends in society and the world economy and their impact on the marketing complex.

Global marketing.

Interactive marketing.

Marketing in electronic business.

Individual marketing.

Ecological marketing.

Topic 3. Theoretical aspects of marketing commodity policy.

Product category in economics and marketing.

Market attributes of the product.

Classification of goods. Product levels. Goals of marketing product policy.

The process of developing new products. Product life cycle. Product management.

Topic 4. Theoretical aspects of marketing pricing policy.

The essence and goals of price policy.

Price classification. Price-forming factors.

Pricing in different types of markets. Stages of the pricing process.

Methods of price determination with orientation to demand.

Methods of price determination with a focus on competition.

Methods of determining the price with an orientation on the value of the product from the point of view of the consumer. Pricing strategies. Setting final prices.

Topic 5. Theoretical aspects of marketing communications.

The concept of marketing communications.

Goals and means of communication policy.

Marketing promotion policy.

The process of choosing a product promotion complex. Advertising planning.

Types of advertising. Advertising means

Non-advertising means of marketing communications. Sales promotion.

Personal selling, public relations and other tools of the marketing communication complex.

Topic 6. Theoretical aspects of distribution marketing policy.

The theory of marketing policy of distribution.

The essence of the policy and strategy of the distribution of goods.

Objectives of distribution policy. The essence, functions and characteristics of marketing channels of distribution. Selection of distribution channels.

Typology of distribution systems and intermediary structures.

The process of goods movement. Modern trends in the marketing policy of distribution.

Topic 7. Marketing research

The role of MD in the company's activities.

Marketing information.

MD procedure.

Qualitative methods of information gathering.

Peculiarities of marketing research.

Topic 8. Advertising as a social institution and type of activity

Basic approaches to understanding advertising.

The role and importance of advertising in modern society.

Systemic directions of studying advertising as a social phenomenon.

Advertising as a social institution.

Topic 9. Regulation of advertising activity

Theoretical foundations of marketing and advertising activities



*State regulation of advertising activities.
Public organizations influencing advertising activities. Discriminatory advertising.
Global trends in advertising development*

Topic 10. Main types and types of advertising.

*Commercial and non-commercial advertising.
Classification characteristics of commercial advertising.
Overview of the main types of non-commercial advertising (social, political, state, territorial, personal).*

Topic 11. Advertising in the communications system

*Advertising and communication theory
Communication characteristics of advertising
Socio-psychological foundations of advertising (basic concepts of the psychology of advertising; motives used in advertising communications; testimonium in advertising).*

Topic 12. Advertising appeal.

*Concept of advertising message, appeal and announcement.
The content of the advertisement.
Forms and levels of advertising messages.
Multimedia technologies in advertising.*

Topic 13. Multimedia technologies in advertising.

*Modern software and technical means of multimedia.
Multimedia content: status and prospects
Multimedia advertising on the Internet.
Features of Internet advertising.
Legal, ethical and other aspects of multimedia advertising. Formation of the Internet audience on the Ukrainian market.
Creative advertising strategies (CRS).
Advertising brief.*

Topic 14. Advertising communication channels and means of advertising. Advertising in marketing and management systems.

*Concept of channel of advertising communications and advertising media.
Main channels of advertising communication: TV advertising. Advertising in the press. Computer advertising.
Outdoor advertising. Advertising on the radio; Transport advertising. Mobile advertising. Polygraphic advertising. Internal advertising. Advertising in cinemas. Advertising on non-standard media. Carriers, features, advantages and disadvantages. Advergaming: concepts, main types.
Advertising management: basic concepts and approaches. Planning of advertising activities.
Control of advertising activity.*

Topics of the workshops

Topic 1. Formation of marketing theory.

*Subject and tasks of the course.
Historical milestones in the formation of the theory and practice of marketing.
Principles of marketing and directions of its modern development.
Modern concepts of marketing.*

Topic 2. Current state and prospects of marketing development

*Classification of types of marketing.
New trends in society and the world economy and their impact on the marketing complex.
Global marketing.
Interactive marketing.
Marketing in electronic business.
Individual marketing.
Ecological marketing.*

Topic 3. Theoretical aspects of marketing product policy, pricing, marketing communications and distribution policy.

Product category in economics and marketing.

The essence and goals of price policy.

Pricing strategies. Establishing final prices.

The concept of marketing communications.

Sales promotion.

The theory of marketing policy of distribution. Modern trends in the marketing policy of distribution.

Topic 4. Marketing research

The role of MD in the company's activities.

Marketing information.

MD procedure.

Methods of collecting primary information.

Application of cluster analysis for market segmentation. Application of correlation-regression analysis in MD.

Peculiarities of marketing research.

Topic 5. Advertising as a social institution and type of activity

Basic approaches to understanding advertising.

The genesis of advertising as a social phenomenon. The role and importance of advertising in modern society.

Advertising as a field of social practice.

Sociology of advertising as a branch of sociological knowledge.

Global trends in advertising development

Topic 6. Main types and types of advertising. Advertising in the communications system

Commercial and non-commercial advertising.

Advertising and communication theory

Communication characteristics of advertising

Socio-psychological foundations of advertising.

Topic 7. Advertising appeal.

Concept of advertising message, appeal and announcement; stages of creating an advertising message.

The content of the advertisement.

Forms and levels of advertising messages.

Outdoor advertising production technologies.

Video advertising production technologies.

Multimedia technologies in advertising.

Features of Internet advertising.

Creative advertising strategies (CRS). The concept of creativity in advertising and motivation in advertising messages.

Advertising brief.

Topic 8. Advertising communication channels and means of advertising. Advertising in marketing and management systems.

Concept of channel of advertising communications and advertising media.

Main channels of advertising communication.

Advertising as a branding tool.

Advertising management: basic concepts and approaches.

Planning of advertising activities.

Organization of advertising process.

Control of advertising activities

Topics of the laboratory classes

Laboratory work within the discipline is not provided.

Self-study

The course involves the completion of individual tasks in the form of essays and their presentation as presentations on the topics indicated in the tasks for independent work. The student conducts a bibliographic search, makes a presentation plan or asks questions to which a reasoned answer must be obtained, having mastered the sources on the topic, the student reveals the content of the questions and

presents the completed work at the seminar. The volume of the presentation is 16-25 slides, the text of the report is 4-6 standard pages. In addition, students perform an individual task: "Individual task. The purpose of the calculation task is to investigate the marketing activity of the enterprise using the SWOT analysis method. The task should contain the following components:

description of the enterprise (industry in which the enterprise operates; main assortment groups of products, consumers, competitors of the enterprise; prospects for the development of the enterprise, etc.), approximate volume - 3-5 pages; construction of the SWOT matrix and its analysis - 2 pages; conclusions based on the results of the SWOT analysis - 1-2 pages.

Course materials and recommended reading

1. Principles of Marketing. whole starwhole starwhole starwhole stareempty star

Copyright Year: 2015, Publisher: University of Minnesota Libraries Publishing//

<https://open.lib.umn.edu/principlesmarketing/>

2. Emotional Branding and the Strategic Value of the Doppelgänger Brand Image author Craig J. Thompson, Aric Rindfleisch & Zeynep Arsel | Source: Semantic scholar //

<https://www.semanticscholar.org/paper/Emotional-Branding-and-the-Strategic-Value-of-the-Thompson-Rindfleisch/a6f87187553ab5b1f85b30f63cecd105f222a91f?p2df>

3. Introduction to Advertising , Author(s): University of Mumbai //

https://archive.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf

Assessment and grading

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

100% of the final grade consists of the results of the assessment in the form of credit (40%) and current assessment (60%).

Assessment in the form of an online test.

Current assessment: preparation of presentations and reports based on them (30%) and individual assignments (30%).

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.

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

28.06.24



Head of the department
Volodymyr MOROZ

27.08.2024



*Guarantor of the educational
program*
Nadiia SHANIDZE

