



## Syllabus Course Program



# Workshop on sociological support of advertising activity and marketing research

### *Specialty*

054 – Sociology

### *Institute*

Institute of Social and Humanitarian Technologies

### *Educational program*

Sociological support of economic activity

### *Department*

Sociology and public administration (305)

### *Level of education*

Master's degree.

### *Course type*

Special (professional), selective

### *Semester*

2

### *Language of instruction*

English,

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## Lecturers and course developers



### **Olena Kozlova**

*Olena.kozlova@kphi.edu.ua*

*Senior lecturer of the Department of Sociology and Public Administration*

*The author of more than 50 scientific and educational and methodical publications. Leading lecturer of the courses: "Introduction to the specialty", "Sociology of marketing", "Sociology of advertising", "Sociology of professions", "Sociology of the city", "Social psychology"*

*[More about the lecturer on the department's website](http://web.kpi.kharkov.ua/sp/profesors-ko-vikladats-kij-sklad)*

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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**

*The educational discipline is aimed at the formation of practical skills in the field of marketing and advertising in students of higher education and is focused on the study of the main principles of marketing and advertising research and the peculiarities of their conduct (in comparison with sociological ones); 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**

*GC01. Ability for abstract thinking, analysis and synthesis.*

*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. (4 ECTS 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. Marketing research system

Subject and tasks of the course.

Purpose, task, object and subject of MD

Classification of MD.

The role of MD in the company's activities

Consideration of situations to determine the problem of MD, formulation of tasks and hypotheses of MD

#### Topic 2. Marketing information

Classification of information in MD.

Determining the composition of the required information and the sources of obtaining it, depending on the purpose of the MD. Improvement of the marketing information system at the enterprise

Approaches to organizing work with suppliers of marketing information.

Algorithm of the data collection and interpretation process.

#### Topic 3. Structure and program of marketing research.

MD procedure.

Marketing research program.

The structure of the report based on the results of the MD.

#### Topic 4. Marketing research process

The choice of methods of MD.

Developing a research plan, choosing a method of information collection.

Comparative analysis of the methods of conducting MD at different phases.

Mystery shopping;

**Topic 5 Methods of collecting primary information in MD. Quantitative studies**

Methods of collecting primary information. Criteria for choosing a method of collecting primary information.  
The panel as a basic concept of collecting primary information.  
Quantitative methods of information collection. Peculiarities of using mass surveys in marketing.

**Topic 6 Methods of collecting primary information in MD. Qualitative research**

Qualitative methods of information gathering.  
Cabinet studies of the capacity of the industrial product market.  
Market research.  
Forecast sales research.  
Research of the competitive environment and competitors.  
Consumer behavior research.  
Marketing research in the field of services.

**Topic 7. 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.  
Global trends in advertising development

**Topic 8. Regulation of advertising activity**

State regulation of advertising activities.  
Public organizations influencing advertising activities.  
Discriminatory advertising.

**Topic 9. Research in advertising.**

The concept of advertising research.  
The task of advertising research.  
Directions of advertising research.  
Research of commercial and non-commercial advertising.  
Management testing and advertising testing

**Topic 10. Advertising strategy and its development. Advertising appeal.**

Advertising strategy as a component of the firm's marketing strategy.  
The main components of advertising strategy: target audience, product concept, development of advertising communication channels, 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.  
Advertising brief.

**Topic 11. Multimedia technologies in advertising.**

Modern software and technical means of multimedia.  
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).

**Topic 12. Advertising campaign.**

Defining an advertising campaign.  
Types of advertising campaigns.  
Stages of an advertising campaign and their characteristics.

*Topic 13. Models of advertising impact analysis.*  
Hierarchical models. Typology of hierarchical models.  
Principles of the heterarchical approach.  
Cognitive models.  
Integrated models.

*Topic 14. Control of advertising activity.*  
Control of advertising activities.  
Economic effectiveness of advertising.  
Advertising testing procedures and their characteristics.  
Control of advertising activity (concepts, levels, types, evaluation of advertising effectiveness; advertising audit; external regulation of advertising activity).

## **Topics of the workshops**

*Topic 1. Marketing research system*  
Subject and tasks of the course.  
Purpose, task, object and subject of MD  
Classification of MD.  
The role of MD in the company's activities  
Consideration of situations to determine the problem of MD, formulation of tasks and hypotheses of MD

*Topic 2. Marketing information*  
Classification of information in MD.  
Determining the composition of the required information and the sources of obtaining it, depending on the purpose of the MD. Improvement of the marketing information system at the enterprise  
Approaches to organizing work with suppliers of marketing information.  
Algorithm of the data collection and interpretation process.

*Topic 3. Structure and process of marketing research*  
MD procedure.  
Marketing research program.  
The structure of the report based on the results of the MD  
The choice of methods of MD.  
Developing a research plan, choosing a method of information collection.  
Comparative analysis of MD methods.

*Topic 4. Methods of collecting primary information in MD*  
Methods of collecting primary information.  
Criteria for choosing a method of collecting primary information.  
Quantitative methods of information collection.  
Qualitative methods of information gathering.  
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.  
Global trends in advertising development

*Topic 6. Research in advertising.*  
The concept of advertising research.  
The task of advertising research.  
Directions of advertising research.  
Research of commercial and non-commercial advertising.

Management testing and advertising testing  
*Topic 7. Advertising strategy and its development. Advertising appeal.*  
Advertising strategy as a component of the firm's marketing strategy.  
The main components of advertising strategy: target audience, product concept, development of advertising communication channels, 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.  
 Advertising brief.

**Topic 8. Advertising campaign. Control of advertising activities.**

Defining an advertising campaign.  
 Types of advertising campaigns.  
 Stages of an advertising campaign and their characteristics.  
 Control of advertising activities.  
 Economic effectiveness of advertising.  
 Advertising testing procedures and their characteristics.  
 Control of advertising activity (concepts, levels, types, assessment of advertising effectiveness; advertising audit; external regulation of advertising activity).

**Topics of the laboratory classes**

Laboratory work within the discipline is not provided.

**Self-study**

The course involves two individual assignments. 1) "Individual task. The goal of the calculation task is to investigate the marketing activity of the enterprise using the SWOT analysis method." 2) Marketing research on the topic: "Analysis of the brand (enterprise / service / product). 3) "Planning of an advertising campaign and development of an advertising strategy.

**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](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<br>(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