



## Syllabus of the course «INTERNATIONAL ADVERTISING BUSINESS»

<b>Specialty</b>	<i>All specialties</i>
<b>Study program</b>	<i>All programs</i>
<b>Level of education</b>	<i>Bachelor (first)</i>
<b>Course status</b>	<i>Selective</i>
<b>Language</b>	<i>English</i>
<b>Term</b>	<i>3 course, 6 semester</i>
<b>ECTS credits</b>	<i>5</i>
<b>Workload</b>	<i>Lectures – 30 hours. Practical studies (seminars) – 30 hours. Self study – 90 hours.</i>
<b>Assessment system</b>	<i>Grading</i>
<b>Department</b>	<i>Department of Entrepreneurship, Trade and Tourism Business, Nauky Ave., Kharkiv, office 316, phone 38(057)758-77-26 (add. 451)</i>
<b>Teacher (-s)</b>	<i>Olena Stryzhak, PhD in Economics, Associate professor</i>
<b>Teacher's contacts</b>	<i>ssssellennnn@gmail.com</i>
<b>Days of the classes</b>	<i>Lectures: according to the schedule (<a href="http://services.hneu.edu.ua:8081/schedule/schedule?employee=42283">http://services.hneu.edu.ua:8081/schedule/schedule?employee=42283</a>) Practical lessons: according to the schedule (<a href="http://services.hneu.edu.ua:8081/schedule/schedule?employee=42283">http://services.hneu.edu.ua:8081/schedule/schedule?employee=42283</a>)</i>
<b>Consultations</b>	<i>Department of Entrepreneurship, Trade and Tourism Business, personal and individual consultations, according to the schedule, chat in PNS</i>

**The purpose of the course** is to form a system of theoretical knowledge and practical skills regarding modern forms of advertising activities and the possibilities of their application in the market activities of international-level enterprises; to compare national and international advertising institutions as a means of objectifying the lifestyle of a person in a post-industrial society and a channel for broadcasting norms and values; to improve the development of an advertising campaign, to stimulate the consumer audience.

### Structural and logical scheme of the course

<b>Prerequisites</b>	<b>Postrequisites</b>
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### Content of the course

**Content module 1.** International advertising as a process of business activity  
 Theme 1. The essence of international advertising. Advertising as an industry.  
 Theme 2. Advertising as a process of marketing activity. Psychological aspects of marketing and advertising.  
 Theme 3. International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.  
 Theme 4. International advertising as a process of communication. The language of cross-cultural advertising.  
**Content module 2.** International advertising activity as the process of management.  
 Theme 5. Global brands development. Global brands management.



Topic 6. Organization of an advertising campaign in the foreign market.

Theme 7. The role of the Internet in promoting the company in international markets

Topic 8. Advertising tools in social media.

**Teaching environment (software)**

**Multimedia projector, S. Kuznets PNS, Corporate Zoom system**

**Assessment system**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

**More detailed information on assessment and grading system is given in the technological card of the course.**

**Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Education seekers may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

**More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.**