



**Syllabus of the course**  
**«INTERNATIONAL ADVERTISING BUSINESS»**

<b>Specialty</b>	<i>All</i>
<b>Study Programme</b>	<i>All</i>
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>the first (Bachelor) level of higher education</i>
<b>Course status</b>	<i>Selective</i>
<b>Language</b>	<i>English</i>
<b>Term</b>	<i>3 course, 2nd semester</i>
<b>ECTS credits</b>	<i>5</i>
<b>Workload</b>	<i>Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 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. Тел. 38(057)758-77-26 (add. 451), <a href="https://ptt.hneu.edu.ua/">https://ptt.hneu.edu.ua/</a></i>
<b>Teaching staff</b>	<i>Kateryna Vovk, PhD in Tourism, associate professor</i>
<b>Contacts</b>	<i><a href="mailto:mikhytaekaterina@gmail.com">mikhytaekaterina@gmail.com</a></i>
<b>Course schedule</b>	<i>Lectures: <a href="#">according to the schedule</a> Practical studies: <a href="#">according to the schedule</a></i>
<b>Consultations</b>	<i>At the Department of Entrepreneurship, Trade and Tourism Business, offline, according to the schedule, individual, PNS chat.</i>

**Learning objectives and skills:**

To develop theoretical knowledge and practical skills in international advertising business, including the use of advertising tools by enterprises at the global level, the role of advertising in information dissemination, value formation, and stimulating consumer activity.

**Structural and logical scheme of the course**

Prerequisites	Postrequisites
-	-
-	-

**Course content**

**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 topics; current control papers; presentation of a selected report and writing an essay.

*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.

Educational students 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.*