



Syllabus of the course
«Advertising and PR in marketing activity»

Specialty	075 «Marketing»
Study Programme	Marketing
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester
ECTS credits	5
Workload	Lectures – 24 hours. Practical studies – 26 hours. Laboratory studies – 0 hours. Self-study – 100 hours.
Assessment system	Grading including Exam
Department	Department of Marketing, Kharkiv, ave. Nauki 9a, 1st building, 4th floor, room 413, +38 (057) 702-02-65 (366), http://www.dom.hneu.edu.ua
Teaching staff	Nadiia Lysytsia, Doctor of science (in Sociology). Professor of the Department of Marketing
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Course schedule	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	At the Department of Marketing, offline, according to the schedule, individual, PNS chat.

Learning objectives and skills:

is formation of knowledge about the basics of advertising and PR as modern forms of mass communication, mastering the practice of applying advertising and PR in marketing activities of the enterprise.

Structural and logical scheme of the course

Prerequisites	Postrequisites
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-	-

Course content

Module 1. Theoretical foundations of advertising and PR in marketing.

Topic 1. Advertising and PR in the marketing communication system.

Topic 2. Advertising and PR: common and different in marketing.

Topic 3. Consumer behavior as a subject of socio-economic analysis.

Topic 4. Advertising as a social institution of modern society.

Topic 5. Social impact in advertising and PR.

Topic 6. Gender in advertising and PR.

Module 2. Features of advertising and PR in marketing activity.

Topic 7. Pragmatism of advertising and PR in marketing activity.

Topic 8. Trust in advertising and organization of PR events.



Topic 9. Advertising design.

Topic 10. Mind map and its role in advertising.

Topic 11. Production of an advertising message.

Topic 12. Management of the creation of an advertising idea.

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 – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: tasks by topics, research and creative tasks, discussion, presentations, current control work, complex modular control in the form of a colloquium.

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.