



Syllabus of the course
«Advertising management»

Specialty	D5 «Marketing»	
Study Programme	Marketing	
Study cycle (Bachelor, Master, PhD)	the second (master's) level of higher education	
Course status	elective	
Language	English	
Term	1 year of study 1 semester or 1 year of study 2 semester	
ECTS credits	5	
Workload	Lectures – 16 hours. Practical studies – 12 hours. Laboratory studies – 12 hours. Self-study – 110 hours.	
Assessment system	Grading including Exam	
Department	Department of Marketing, 413 of the 1 building Phone: +38 (057) 702-02-65 (add 3-66), website: 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:		
<i>is formation of masters' competencies in the functioning of the advertising management system in the context of organizing and conducting advertising campaigns at enterprises operating in the conditions of developed market relations.</i>		
Structural and logical scheme of the course		
Prerequisites	Postrequisites	
-	-	
-	-	
Course content		
Module 1. Theoretical foundations of advertising management.		
Topic 1. The essence and scope of advertising management.		
Topic 2. Company advertising department.		
Topic 3. Advertising activity of the enterprise.		
Topic 4. Advertising classification.		
Topic 5. Coordination of the activities of advertising business entities.		
Module 2. Management of advertising activities of modern enterprise.		
Topic 6. Advertising campaign planning.		
Topic 7. Advertising market research.		
Topic 8. Psychological foundations of advertising management.		
Topic 9. Production of an advertising message.		
Topic 10. Success of advertising is the basis of sustainable marketing development.		



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; current control works; presentations on topics; and writing 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