

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
VASYL STEFANYK PRECARPATHIAN NATIONAL UNIVERSITY**



Faculty of Economics

Department Management and Marketing

SYLLABUS OF THE ACADEMIC DISCIPLINE

Advertising Management

Marketing educational program

Specialization (if exists) _____

Specialty 075 Marketing

Field of knowledge 07 Management and administration

Approved at the meeting of the
department Protocol No.1 dated
from August 31, 2022

1659_CONTENT

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1. General Information

Name of the discipline	Advertising Management
Educational program	Marketing
Specialization (if any)	-
Specialty	075 Marketing
Field of knowledge	Management and administration
Educational level	The second (master's) level
Status of the discipline	main
Course / Semester	1 year / 1 semester
Distribution by occupation and hours of study (if other types provided, add)	Lectures – 28 h. Seminar sessions – 32 hours. Independent work – 120 hours.
Teaching language(s)	Ukrainian, English
Website link distance Learning Program	https://d-learn.pnu.edu.ua/index.php?mod=course&action=ReviewOneCourse&id_cat=98&id_cou=5243 https://d-learn.pnu.edu.ua/index.php?mod=course&action=ReviewOneCourse&id_cat=98&id_cou=5243

2. Discipline Description

<p>Course Goal and Objectives (within the Goal based on the EP Objectives)</p> <p>The purpose of teaching the discipline "Advertising Management" is to give students – future marketers deep knowledge about advertising management, which covers the entire advertising process: from determining the need for advertising to creating an advertising product and popularizing it in the media.</p> <p>The main goals are to master a set of advertising management tools; to master the principles of consumer behavior research; to study methods of analysis and forecasting of the advertising market.</p>
<p>Competencies (must match the EP matrix)</p> <p>IC Ability to solve complex problems and problems in the field of marketing in professional activity or in the process of training, which involves research and/or innovation and is characterized by uncertainty of conditions and requirements.</p> <p>GC1. Ability to make informed decisions;</p> <p>GC2. The ability to generate new ideas (creativity).</p> <p>SC1. Ability to logically and consistently reproduce and apply knowledge of the latest marketing theories, methods and practices.</p> <p>SC2. Ability to correctly interpret the results of recent theoretical research in the field of marketing and practice of their application.</p> <p>SC4. Ability to apply a creative approach to work in a profession.</p> <p>SC6. Ability to choose and apply effective means of managing the marketing activities of a market entity at the level of an organization, unit, group, network.</p> <p>SC8. Ability to form a marketing system of a market entity and assess the</p>

effectiveness and efficiency of its functioning.

Program Learning Outcomes

PLO 2. Be able to adapt and apply new achievements in the theory and practice of marketing to achieve specific goals and solve problems of the market entity.

PLO 5. Present and discuss the results of scientific and applied studies, marketing projects in the state and foreign languages.

PLO 7. To be able to form and improve the marketing system of a market entity.

PLO 9. Understand the essence and peculiarities of the use of marketing tools in the process of making marketing decisions.

PLO 13. To manage the marketing activities of the market entity, as well as its units, groups and networks, to determine the criteria and indicators of its evaluation.

3. Course Structure

№	Topic	Learning outcomes	Objectives
1.	The essence of advertising management	PLO 2. Be able to adapt and apply new achievements in the theory and practice of marketing to achieve specific goals and solve problems of the market entity.	- quizzes - issues
2	Advertising market and its participants	PLO 2. Be able to adapt and apply new achievements in the theory and practice of marketing to achieve specific goals and solve problems of the market entity. PLO 5. Present and discuss the results of scientific and applied studies, marketing projects in the state and foreign languages.	- tests Question! - tasks
3.	Regulation of advertising activities	PLO 7. To be able to form and improve the marketing system of a market entity.	- quizzes - issues - Objectives
4.	Main classification features of advertising	PLO 5. Present and discuss the results of scientific and applied studies, marketing projects in the state and foreign languages.	- quizzes - issues - Objectives
5.	Mechanism of action of advertising	PLO 7. To be able to form and improve the marketing system of a market entity.	- quizzes - issues - Objectives
6.	Coordination of activities of advertising business entities/ Coordination of the activities of advertising business entities	PLO 9. Understand the essence and peculiarities of the use of marketing tools in the process of making marketing decisions. PLO 5. Present and discuss the results of scientific and applied studies, marketing projects in the state and foreign languages.	- tests Question! - - tasks
7.	Psychological bases of management	PLO 9. Understand the essence and peculiarities of the use of marketing tools in the process of making marketing decisions.	- quizzes - issues - Objectives

8.	Planning of advertising campaigns.	PLO 9. Understand the essence and peculiarities of the use of marketing tools in the process of making marketing decisions.	- quizzes - issues - Objectives
9.	Advertising market research	PLO 9. Understand the essence and peculiarities of the use of marketing tools in the process of making marketing decisions.	- quizzes - issues - Objectives
10.	Organization and structure of the advertising process.	PLO 9. Understand the essence and peculiarities of the use of marketing tools in the process of making marketing decisions.	- quizzes - issues - Objectives
11.	Advertising idea development management	PLO 9. Understand the essence and peculiarities of the use of marketing tools in the process of making marketing decisions.	- quizzes - issues - Objectives
12.	Media planning/ Media planning	PLO 13. To manage the marketing activities of the market entity, as well as its units, groups and networks, to determine the criteria and indicators of its evaluation. PLO 5. Present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages	- - tests - Question! - - tasks
13.	Development of a media use plan	PLO 9. Understand the essence and peculiarities of the use of marketing tools in the process of making marketing decisions.	- quizzes - issues - Objectives
14.	Organization of work of advertising agencies	PLO 7. To be able to form and improve the marketing system of a market entity.	- quizzes - issues - Objectives
15.	Corporate Reputation Management	PLO 13 To manage the marketing activities of the market entity, as well as its units, groups and networks, to determine the criteria and indicators of its evaluation.	- quizzes - issues - Objectives
16.	Principles of advertising budget formation	PLO 7. To be able to form and improve the marketing system of a market entity.	- quizzes - issues - Objectives
17.	Planning and monitoring the results of the advertising campaign	PLO 9. Understand the essence and peculiarities of the use of marketing tools in the process of making marketing decisions. PLO 13. To manage the marketing activities of the market entity, as well as its units, groups and networks, to determine the criteria and indicators of its evaluation.	- quizzes - issues - Objectives
18.	Assessment of the effectiveness of advertising activities of the enterprise	PLO 13 To manage the marketing activities of the market entity, as well as its units, groups and networks, to determine the criteria and indicators of its evaluation.	- quizzes - issues - Objectives

4. Course Evaluation System

Accumulation of points during the study of the discipline	
Types of training work	Maximum number of points
Lectures	0
Seminars	30
Control of independent work	10
Individual task	10
Exam	50
Maximum number of points	100

5. Assessment in accordance with the schedule of the educational process

Types of training work	Training Weeks																						Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
Lectures																							-
Seminar meetings			2,5	2,5		2,5	2,5	2,5	2,5	2,5	2,5	2,5	2,5		2,5	2,5							30
CIW																			10				10
Individual Objectives																				10			10
Exam																					50		50
In just a week	-	-			KV									KV			K	K	10	10	50	K	100

6. Resource Assurance

Material and technical support	Multimedia, labs, computers and more
References:	
<ol style="list-style-type: none"> 1. Balabanova, L. V. Advertising management [Text] : textbook / Lyudmila Veniaminivna Balabanova, L. O. Yuzik. – Rec. MON. – K. : Tsul, 2013. – 392 p. 2. Blagun I.I., Shurpa S.Ya. Marketing research of the brand value/ I.I. Blagun, S.Ya. Shurpa// Bulletin of the Vasyl Stefanyk Prykarpatsky National University. Series: Economics. 2020. — Issue 15. — P. 158-163. 3. Blagun I.I., Shurpa S.Ya. Place of the tik tok platform in marketing activity on the market of Ukraine / I.I. Blagun, S.Ya. Shurpa// Electronic scientific professional publication. Scientific and practical journal. Eastern Europe: Economy, Business and Management. Issue 4 (27) . 2020. – P. 41-45. 4. Grechanyk N.Yu. Formation and adjustment of stereotypes of consumer behavior as a phenomenon of cognitive and social interaction /N.Yu. Grechanyk, S.Ya. Shurpa, P.V. Kozin// Scientific collection "Theoretical and applied issues of economics". Issue 2(43). KYIV 2021 - P. 100-116. 5. Dudko O. S. Evaluation of the effectiveness and efficiency of advertising: monograph. Kyiv Znanie Publ., 2012. No. 3(129). 174 p. 6. Zaimko O. V., Korolchuk M. S., Korolchuk V. M. Psychology of advertising: a manual. Kyiv KNTEU, 2016. 384 p. 7. Lukyanets, T. I. Advertising management [Text] : tutorial / Tamara Ivanivna Lukianets. – 2nd ed., add. – K. : KNEU, 2003. – 440 p. 8. Mironov Yu. B., Kramar R. M. Fundamentals of advertising activity : a manual. Drohobych Posvit, 2007. 108 p. 9. Morokhova V. O., Boyko O. V., Lorvi I. F. Advertising management : a tutorial. Lutsk Tower-Druck, 2018. 236 p. 10. Ogilvy David. On Advertising K Book Club "Family Leisure Club". 2019. - 288 p. 11. Primak, T. O. PR for managers and marketers [Text]: tutorial / Tetiana Oleksandrivna Primak. – K. : CCL, 2020. – 202 p. 12. Primak, T. O. PR for managers and marketers [Text]: tutorial / Tetiana Oleksandrivna Primak. – K. : CCL, 2013. – 202 p. 13. Teletov O. S. Advertising management : textbook ; 2nd ed., exp. Sumy University Book, 2012. 367 p. 14. Teletov, O. S. Advertising management [Text] : textbook / Oleksandr Serhiiiovych Teletov. – Rec. MES; 2nd ed., vipr. – Amounts : University Book, 2012. 367 p. 15. Teletov, O. S. Advertising management [Text] : textbook / Oleksandr Serhiiiovych Teletov. – Rec. MES; 2nd ed., vipr. – Amounts : University Book, 2012. 367 p. 16. Shurpa S.Ya. Formation of stereotypes of consumer behavior / S.Ya. Shurpa, O.Ya. Golovetska// The 6th International scientific and practical conference "Actual trends of modern scientific research" (January 17-19, 2021) MDPC Publishing, Munich, Germany. 2021. 767 p. – P. 707-713. 17. Yatsyshina L. K., Demenina O. M. Advertising management : tutorial. Kyiv KNUTD Publ., 2012. 231 p. 18. HR management in public administration [Text]: training manual / Rudenko O.M. et al. – K. : Condor-publishing house, 2017. – 124 p. 19. Advertising Management: Author: Batra: Publisher. Pearson Education India, 2009: ISBN: 8177588508, 9788177588507: Length: 768 pages. 20. Advertising Management Rajeev Batra, John G. Myers, David A. Aaker, Prentice Hall, 1996 - 754 pages. 	

7. Contact information

Department	Department of Management and Marketing Vasyl Stefanyk Precarpathian National University Ivano-Frankivsk, Shevchenko street, 57 Humanitarian Corps, eighth floor, room 810 (0342)55-32-32 kmim@pnu.edu.ua
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8. Curriculum Discipline Policy

Academic Integrity	<p>The process of studying the academic discipline corresponds to the principle of academic integrity of the Code of Honor of the DHNZ "Vasyl Stefanyk Carpathian National University" dated December 29, 2015.</p> <p>Observance of academic integrity is based on a number of provisions and principles of academic integrity that regulate the activities of higher education students and university teachers:</p> <ul style="list-style-type: none"> – SHEI – Regulations on the Prevention of Academic Plagiarism and Other Violations of Academic Integrity in the Academic and Research Work of Students of the SHEI "Vasyl Stefanyk Precarpathian National University" – Regulations on the Commission on Ethics and Academic Integrity of the SHEI " "Vasyl Stefanyk Precarpathian National University" – Regulations on the prevention of academic plagiarism in the SHEI "Vasyl Stefanyk Precarpathian National University" – Regulations on the Commission on Ethics and Academic Integrity of the SHEI "Vasyl Stefanyk Precarpathian National University" – Letter of the Ministry of Education and Science of Ukraine "To the issue of avoiding problems and mistakes in the practices of ensuring academic integrity". <p>For violation of academic integrity, students can be brought to the following academic responsibility: repeated passing of assessment (control work, exam, credit, etc.); repeated passing of the relevant educational component of the educational program; expulsion from the educational institution; deprivation of academic scholarship; deprivation of tuition benefits provided by the educational institution.</p>
Missed classes (working off)	<p>Attending classes is a mandatory element of the discipline, except for passes for good reason, which is confirmed by the relevant document.</p> <p>The possibility and procedure for working out the classes missed by the student is regulated by the "Regulations on the procedure for</p>

	organizing and conducting the assessment of the success of students SHEI "Vasyl Stefanyk Precarpathian National University" (put into effect by the Rector's Order No.799 dated November 26, 2019) .
Completion of the task later than the set deadline	Performance of the task later than the established deadline is allowed in case of a valid reason, which is confirmed by the relevant document, but before the final control form is drawn up. If the student completes the task later than the established deadline, without prior coordination of the situation with the lecturer, the assessment for the task is "unsatisfactory", in accordance with the "Regulations on the procedure for organizing and conducting the assessment of the performance of students of SHEI "Vasyl Stefanyk Precarpathian National University" (put into effect by the Rector's Order No.799 dated November 26, 2019) .
Inappropriate behavior during class	Inappropriate behavior during the class is regulated by a number of provisions on academic integrity (see above) and may lead to the expulsion of a higher education applicant (student) "for violation of the academic discipline and internal regulations of the higher education institution", in accordance with clause 14 "Student expulsion" "Regulation on the procedure for the transfer, expulsion and renewal of students of higher education institutions" - you can read the regulation at the link: https://nmv.pnu.edu.ua/regulatorydocuments/polozhenja/
Extra grades	By the decision of the department, students who participated in research work (work of conferences, student research groups and problem groups, preparation of publications), as well as were participants of the Olympiads, competitions, may be awarded additional points "Regulations on the procedure for organizing and conducting assessment of the success of students of the SHEI "Vasyl Stefanyk Precarpathian National University" (put into effect by the Rector's Order No.799 dated November 26, 2019) .
Non-formal education	The possibility of enrolling the results of non-formal education is regulated by the "Regulation on the procedure for enrolling the results of non-formal education in the SHEI "Vasyl Stefanyk Precarpathian National University" (put into effect by the Rector's Order No.799 dated November 26, 2019) . The results of non-formal education can be credited/re-credited for independent work and accumulation (practice) of points for the relevant topic of seminar training.

Tutor _____ **S.Ya. Shurpa**