

Ministry of Education and Science of Ukraine  
**VASYL STEFANYK PRECARPATHIAN NATIONAL UNIVERSITY**



Economic faculty

Department of Management and Marketing

## **SYLLABUS OF THE EDUCATIONAL DISCIPLINE**

### **Advertising and sales promotion**

Educational program Marketing

Specialty 075 Marketing

Field of knowledge 07 Management and administration

Approved at the conference of the department  
The protocol N 3 on November 23, 2023

Ivano-Frankivsk city, 2023

## 1. General information

<b>Name of discipline</b>	<b>Advertising and sales promotion</b>
<b>Teacher (s)</b>	Candidate of Economic Sciences, Associate Professor Svitlana Shurpa
<b>Teacher's contact phone number</b>	0501304480
<b>Teacher's e-mail</b>	<a href="mailto:svitlana.shurpa@pnu.edu.ua">svitlana.shurpa@pnu.edu.ua</a>
<b>Discipline format</b>	Full-time, part-time
<b>The scope of the discipline</b>	3 credits, 90 hours
<b>Link to the distance learning site</b>	<a href="http://d-learn.pnu.edu.ua/developer/course/list">d-learn.pnu.edu.ua/developer/course/list</a>
<b>Consultations</b>	According to the schedule of consultations <a href="#">Графік консультацій – Кафедра менеджменту і маркетингу (pnu.edu.ua)</a>

## 2. Annotation to the course

The actualization of the use of communication tools at the present stage is natural, because the experience of economically developed countries proves it. The application of such measures in the domestic market requires specific knowledge, skills and competencies. Sales promotion is becoming an increasingly important component of the complex of marketing communications. Given that the effectiveness of such activities is much higher than direct advertising, and the costs are much lower. The communication goals of the enterprise are closely intertwined with the general goals of the enterprise. One of the most effective and efficient methods of promoting goods on the market is to inform customers about the company's products and its production capabilities.

For advertising of goods and services use the press of radio, television, cinema, mail advertising, advertising and commercial literature, participation in exhibitions, seminars, etc. The main thing is to inform consumers how the offered goods and services differ favorably from the goods and services of competitors. That is why the correctness of compiling and presenting advertising information, the correctness of the choice of a marketing communication policy is so important.

### 3. Aim and objectives of the course

**Purpose:** formation of future specialists' knowledge and skills necessary for further application of specific methods and techniques of advertising. Obtaining and systematizing knowledge about the system of marketing communications of the organization and practice of skills of planning and conducting advertising campaigns and sales promotion activities.

**Goals:**

- understand the essence of advertising and sales promotion, their importance and evolution, factors and levels of development;
- features of laws and principles;
- master the conceptual apparatus;
- know and understand the classification of types of advertising and types of advertising activities;
- know the main and auxiliary means of advertising, main and secondary advertising means;
- the concept of sales promotion, types of sales promotion schemes;
- understand the importance of advertising research, know the methodology of their conduct and be able to apply it in practice;
- know the types and means of advertising, features of the development of advertising processes and activities of firms in the direction of advertising and sales promotion;
- definition of the concept and their impact on the image of the organization, goods and services;
- methods of influencing public consciousness;
- understand the essence, structure and methods of advertising agencies and the functions of advertising departments of firms;
- legal and ethical aspects of advertising;
- directions of development of modern advertising and advertising technologies of the future.

### 4. Learning outcomes (competences)

Program learning outcomes:

PLO 4. Collect and analyze the necessary information, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodological tools.

PLO 7. Use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing activities and the practical application of marketing tools.

PLO 10. Explain information, ideas, problems and alternative options for management decisions to specialists and non-specialists in the field of marketing, representatives of various structural units of the market entity.

PLO 17. Demonstrate skills of written and oral professional communication in state and foreign languages, as well as proper use of professional terminology.

Program Competencies:

IC. Ability to solve complex specialized problems and practical problems in the field of marketing or in the learning process, which involves the use of appropriate theories and methods and is characterized by complexity and uncertainty of conditions.

GC8. Ability to conduct research at the appropriate level.

GC9. Skills in the use of information and communication technologies.

GC10. 3. Ability to communicate in a foreign language.

SC 1. Ability to logically and consistently reproduce the acquired knowledge of the subject area of

marketing.

SC 3. Ability to use theoretical marketing positions to interpret and predict phenomena and processes in the marketing environment.

SC 7. Ability to determine the impact of functional areas of marketing on the results of economic activities of market participants.

SC 10. Ability to use marketing information systems in marketing decisions and develop recommendations to improve their effectiveness.

SC 11. Ability to analyze the behavior of market participants and determine the peculiarities of the functioning of markets.

SC 12. Ability to substantiate, present and implement research results in the field of marketing.

SC 14. Ability to offer improvements in the functions of marketing activities.

## 5. Organization of training course

The volume of the course	
Type of lesson	The total number of academic hours
lectures	20
seminars / practical / laboratory	20
individual work	50

Course signs			
Semester	Specialty	Course Grade level	Normative / selective
7	Marketing	4	selective

Course topics			
Theme			
	lectures	seminars	individual work
Topic 1. Advertising and sales promotion in the structure of marketing.	2	1	5
Topic 2. Classification of advertising	2	1	5
Topic 3. Development and implementation of an advertising program and its evaluation.	2	2	5

Topic 4. Advertising research and evaluation of advertising.	2	2	5
Topic 5. writing of publicity texts;	2	2	5
Topic 6. Advertising planning.	2	2	5
Topic 7. Basic and auxiliary means of advertising.	2	2	5
Topic 8. Sales promotion as a component of the communication complex	2	2	5
Topic 9. Sales promotion as a short-term means of marketing communications.	2	2	5
Topic 10. Legal and ethical aspects of advertising.	2	2	5
	16	14	50

## 6. Course evaluation system

General course evaluation system	The discipline provides for the study of theoretical material and the implementation of practical (creative tasks). Form of control - credit (100 points). Accordingly distributed: 25 points - theoretical material 40 points - practical (individual) tasks (1-6 = 5 points, 7 - 10 points) 10 points - independent work (individual task 8) 25 points - final testing
Requirements for written work	The course policy provides for the performance of eight individual tasks 1-6 are evaluated at 5 points, 7-8 - are evaluated at 10 points. Tasks are presented at seminars.
Seminars	Seminars are evaluated in a 5-point system in the form of an oral answer. The maximum score for seminars is 25 points (average score * coefficient 5).
Conditions of admission to the final control	Final control (testing) is estimated - 25 points. A student who has completed the main part of the tasks and received oral grades, is scored in points from 40 to 75 points is allowed to the final control.

## 7. Course Policy

Deadline policy: for works that are submitted in violation of deadlines without good reason, the assessment is reduced.  
Reassignment occurs for valid reasons (for example, a certificate or a student is studying on an individual schedule) during the consultation.

Academic Integrity Policy: Write-offs (including the use of mobile devices) are prohibited. Mobile devices may only be used during online testing.

Attendance policy: absence on the pair is recorded in the journal, "n" can be worked out during the semester. Each not worked "n": -2 points from the final grade.

When a student presents a certificate of non-formal education, the course of which coincides with the topic of the lesson, such a lesson is credited as processed with a score (within the course can be no more than 3 recalculations).

[Академічна доброчесність – Прикарпатський національний університет імені Василя Стефаника \(pnu.edu.ua\)](http://pnu.edu.ua)

[02-07.27-Положення-про-порядок-організації.pdf \(pnu.edu.ua\)](http://pnu.edu.ua)

[neformalna-osvita.pdf \(pnu.edu.ua\)](http://pnu.edu.ua)

## 8. Recommended Literature

1. Bagiev G.L. Marketing: a textbook for universities / G.L. Bagiev, V.M. Tarasevich. - 3rd type. - StPsb : Piter, 2010. - 443 p.
2. Waxman R.V. Advertising activity: problems of economic and legal support [Text]: monograph / R.V. Waxman.- Kharkiv: Jurayt, 2014. - 205 p.
3. Dmitruk I.V. History of advertising development in Ukraine and the world / I.V. Dmitruk // Young scientist. – 2014. - № 4. - P. 212–219.
4. Zrazhevska N.I. Communication technologies: lectures / N.I. Zrazhevska.- Cherkasy: Brama-Ukraine, 2010. - 224 p.
5. Bozhkova V.V. Advertising and sales promotion: textbook. manual / V.V. Bozhkova, V.V. Melnik. - [2nd type]. – K.: CUL, 2010. –200 p.
6. Wertheim K. Digital marketing. How to increase sales through social networks, blogs, wikis, mobile phones and other modern technologies (Digi Marketing: The Essential Guide to New media & Digital Marketing) / K. Wertheim, J. Fenwick. the city of Alpina Publisher Publishing House, Jurayt, 2010. - 384 p.
7. Parsyak V.N. Marketing research [Text]: textbook. way. / Volodimir Nikiforovich Parsyak, Georgiy Konstantinovich Rohov.- Kherson: Oldie-plus, 2009. - 200 p.
8. Primak T.O. PR for managers and marketers [Text]: textbook. manual/Tetiana Primak. – K.: CUL, 2013. - 202 p.
9. Fundamentals of advertising design [Text]: textbook / Svitlana Pryshchenko. - 2nd ed., Ed. and ext. - K.: VD Condor, 2019. - 400 p.
10. Koloiev A.S. Rewrite as a new phenomenon in modern journalism // Bulletin of St. Petersburg University. Series 9. Philology. Oriental Studies. Journalism. - 2012. - Issue. 1.-P.221-226.
11. Cat D. Copywriting: how not to eat a dog. We create texts that sell.- St. Petersburg: "Peter", 2012. - 256 p.
12. Mayorova N. Neurocopywriting. What you have not read about the texts - [b. m.]: Publishing decisions, 2017. - 50 p.
13. Slobodyanyuk E. Copywriter's desktop book. - M.: "Mann, Ivanov and Farber", 2011. - 216 p.

14. Ethics [Text]: textbook / Victor Petrovich Savelyev. - 2nd ed., corrected, Rec. MES. - Lviv: Magnolia 2006, 2015. - 244 p.
15. Joe Bragg. Article Rewriters Network Publishes New Comprehensive Review Of The Best Rewriting and Spinning Software // Access mode. - <https://marketersmedia.com/article-rewriters-network>
16. Neurointerface Mind Wear Mobile [Electronic resource]. - Access mode: <http://nfuture.org/neurotechnology/neurogadgets/item/88-neurointerface-mindwear-mibile.html> .- Access mode: <http://nfuture.org/neurotechnology/neurogadgets/item/88-neurointerface-mindwear-mibile.html> .
17. Evolving The Social Media Marketing Ecosystem [Electronic resource]. - Access mode: <http://davefleet.com/2010/03/evolving-social-media-marketing-ecosystem/>.

**Lecturer \_\_\_\_\_ Shurpa S.Ya.**