Borys Grinchenko Kyiv University
Institute of Journalism
Department of Advertising and Public Relations

WORKING PROGRAM OF THE ACADEMIC DISCIPLINE

History of Advertising and PR
for students
of the
Speciality 061 Journalism
Educational level First (bachelor)
Educational program Advertising and Public Relations

Kyiv-2019
Creator:
Illia Yu. Afanasiev, Candidate of Historical Sciences, Associate Professor of the Department of Advertising and Public Relations in the Institute of Journalism of Borys Grinchenko Kyiv University

Lecturer:
Illia Yu. Afanasiev, Candidate of Historical Sciences, Associate Professor of the Department of Advertising and Public Relations in the Institute of Journalism of Borys Grinchenko Kyiv University

The working program was reviewed and approved at the meeting of the Department of Advertising and Public Relations Protocol № 1, August 29 2019
Head of Department __________________________ Leonid M. Novokhatko

The working program was reviewed and agreed with the guarantor of the Advertising and Public Relations Educational and Professional Program
__________________________ 2019
Guarantor of the Educational and Professional Program
__________________________ Leonid M. Novokhatko

The working program has been checked
__________________________ 2019
Deputy Director of the Institute of Journalism on Academic Affairs
__________________________ Olena A. Rosinska

Prolonged
for 20__/20__ a.y. Signature (Name, Surname), «______» 20__, protocol ___
for 20__/20__ a.y. Signature (Name, Surname), «______» 20__, protocol ___
for 20__/20__ a.y. Signature (Name, Surname), «______» 20__, protocol ___
for 20__/20__ a.y. Signature (Name, Surname), «______» 20__, protocol ___
1. The Description of the Academic Discipline

<table>
<thead>
<tr>
<th>Names of indicators</th>
<th>Characteristics of the discipline by the forms of learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kind of the discipline</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Language of lecturing, learning and evaluation</td>
<td>Ukrainian; in English speaking groups — Ukrainian for lectures, English for seminar and practical classes</td>
</tr>
<tr>
<td>Total amount of credits</td>
<td>4/120</td>
</tr>
<tr>
<td>Course</td>
<td>1</td>
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<tr>
<td>Semester</td>
<td>1</td>
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<tr>
<td>Number of contents modules</td>
<td>4</td>
</tr>
<tr>
<td>Amount of credits</td>
<td>4</td>
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<tr>
<td>Amount of hours, including:</td>
<td>-</td>
</tr>
<tr>
<td>Classroom activities</td>
<td>56</td>
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<tr>
<td>Module control</td>
<td>8</td>
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<tr>
<td>Semester control</td>
<td>-</td>
</tr>
<tr>
<td>Individual work</td>
<td>56</td>
</tr>
<tr>
<td>Form of the semester control</td>
<td>Credit</td>
</tr>
</tbody>
</table>

2. The Objective and Tasks of the Academic discipline

The objective of the academic discipline History of Advertising and PR is the acquaintance with the historical formation and development of advertising and public relations as a social and communication technology of the positioning the activity's subjects.

The tasks of the discipline provide:
- the development of integral competency: to teach students to use effectively the historical experience of advertising, PR, in the practice of these areas of social communications;
- the development of general competencies:
  - the formed state of world outlook, beliefs, preferences, views on social life and the place of personality in a changing world; the ability to analyze and evaluate social phenomena and processes;
  - understanding and observance of moral and ethical norms and values, a formed state of general culture, moral and ethical qualities; understanding of human rights and fundamental freedoms; the ability for democratic communication and civic tolerance; the ability for critical evaluation and resolving political, social, cultural and ideological issues;
  - observance of virtues (norms, guidelines, values) of a democratic
society citizen; a formed state of active civic position;
- ability to apply traditional and modern information technologies for forming a scientific and professional thesaurus;
- ability to analyze, systematize, and use scientific and educational-methodological information in the professional area; readiness for lifelong learning;
- ability to deepen and update knowledge independently, for self-organization, reflection, self-correction, professional self-improvement;
- the development of professional competencies:
  - knowledge of the historical origins of advertising and PR, terminological and methodological tools, which are the product of both domestic and foreign advertising and PR theory and practice;
  - ability to use effectively media (television, radio, press, outdoor advertising, internet, etc.);
  - ability for written and oral communication in their native language; developed communication skills, tolerance, artistry;
  - free operation of non-verbal communication means (sign systems, appearance, facial expressions, pantomime, demeanor, etc.);
  - proficiency in the analysis of the technologies of public opinion formation, based on the experience of Ukrainian and foreign advertising and PR historical development;
  - proficiency in the identification and prevention of manipulative technologies, using historical examples;
  - proficiency in the analysis of advertising and PR campaigns designed for government organizations, business entities, non-governmental (non-profit) associations;
  - knowledge in regard to the formation and development of leading PR companies, the reasons for their failures and successes, as well as regarding the concepts of PR, to build a public relations system, taking into account the characteristics of target audience, micro and macro environment.

The activities of students at the Centers of competencies

The study of the course does not require the use of the specialized equipment of the Centers of competencies

3. The Results of the Discipline Study

Program results of the study:
- to know moral and ethical norms and values, to understand the requirements of the general culture; practically adhere to these norms and values;
- to know human rights and fundamental freedoms;
- be able to communicate democratically, show civic tolerance; abide by the virtues (norms, guidelines, values) of a citizen of a democratic society;
- be able to analyze and evaluate social phenomena and processes, be able to
evaluate critically and solve political, social, cultural and ideological problems; be able to analyze, systematize and use scientific and educational-methodical information in the professional area, deepen independently and update the range of their knowledge, strive effectively for self-organization of reflection, self-correction, professional self-improvement;
- be able to apply traditional and modern information technologies to form scientific and professional thesaurus;
- to know the historical origins of advertising and PR, terminological and methodological tools, which are the product of both domestic and foreign advertising and PR theories and practices;
- be able to use media effectively (television, radio, press, outdoor advertising, internet, etc.);
- be able to explain and persuade; to promote your own style of communication, to conduct public activities;
- be able to recognize and prevent manipulative technologies, basing on historical examples;
- be able to analyze advertising and PR campaigns designed for government organizations, business entities, non-governmental (non-profit) associations;
- to have the information regarding the concepts of PR, the possibilities to build a public relations system, taking into account the characteristics of a target audience, micro and macro environment, to know the basic image technologies;
- to know the history of formation and development of leading PR-companies, the reasons for their failures and successes;
- be able to use the experience to produce PR products (texts, visuals, public appearances); to model PR-messages according to the concepts of communication campaigns.
4. The Structure of the Academic Discipline

Thematic plan for full-time study

| No/і
| Titles of contents modules and themes | Distribution of hours between the kinds |
|---|---|---|---|---|---|
|   |   | Classroom | Practical class | Seminar class | Individual work |
|   |   | Total | Lectures | Total | |
| 1 | Proto-advertising. The Manifestations of Advertising in Ancient and Medieval States | 9 | 4 | 2 | 2 | 5 |
| 2 | The Development of Advertising in the 16th – 19th Centuries. The Emergence of the First Advertising Agencies | 11 | 6 | 2 | 2 | 5 |
|   | Module control | 2 | 2 | 2 | |
|   | **Total** | **22** | **10** | **4** | **2** | **10** |
|   | Contents module II. Advertising in the 20th – in the Beginning 21st Century |   |   |   |   |
| 3 | Advertising in the USA and Europe: the 20th – the beginning of the 21st century | 15 | 8 | 2 | 2 | 4 | 7 |
| 4 | Advertising in the USSR and the Countries of Asia: 1922–2010 | 12 | 6 | 2 | 4 | 6 |
| 5 | Ukrainian Advertising: 1991–2010 | 9 | 4 | 2 | 2 | 5 |
|   | Module control | 2 | 2 | 2 | |
|   | **Total** | **38** | **18** | **6** | **10** | **2** | **18** |
|   | Contents module III. The Elements of Public Relations from the Ancient World to the Beginning of Professionalism in PR |   |   |   |   |
| 1 | Theoretical principles of PR. Purposeful Formation of Public Opinion in the States of the Ancient World and the Early Modern Age | 11 | 4 | 2 | 2 | 7 |
| 2 | The Expansion of PR Elements in the Activities of States and Corporations, the Systematization of Public Relations: the 19th – the First Quarter of the 20th century | 13 | 8 | 2 | 2 | 4 | 5 |
|   | Module control | 2 | 2 | 2 | |
|   | **Total** | **26** | **12** | **4** | **6** | **12** |
|   | Contents module IV. PR in Industrial and Postindustrial Societies: Development of Public Relations as a Profession, an Important Management Function, and an Academic Discipline (Second Quarter of the 20th - the beginning of the 21st Century) |   |   |   |   |
| 3 | The Evolution of Public Impact Technologies in the Second Half of the 1920s - Late 1950s | 10 | 4 | 2 | 2 | 6 |
| 4 | The Heyday of PR on the Basis of Socio-economic Liberalization, Democratization, Civil Society Development: 1960s-1980s | 11 | 6 | 2 | 2 | 5 |
|   | Module control | 2 | 2 | 2 | |
|   | **Total** | **34** | **16** | **6** | **2** | **8** | **2** | **16** |

**Total, according to the academic plan**

120 56 20 8 28 8 56
5. The Program of the Academic Discipline

_The Modules of the History of Advertising_

Contents module 1. The Early Stages of the Development of Advertising

Theme 1. Proto-advertising. The Manifestations of Advertising in Ancient and Medieval States

Theme 2. The Development of Advertising in the 16th – 19th Centuries.
The Emergence of the First Advertising Agencies


Theme 3. Advertising in the USA and Europe: the 20th – the Beginning of the 21st Century
The expansion of full-service advertising agencies. The formation and development of the scientific approaches in advertising business. Pioneers of modern advertising: Albert Lasker, Claude Hopkins, Bruce Barton, Leo Burnett, Alex Osborn, Rosser Reeves, David Ogilvi, etc. Mascots. Legislation. Social responsibility. Mergers and acquisitions. The emergence of the Big Four marketing communications groups of companies. Advertising business in France and Germany and the UK.

Theme 4 Advertising in the USSR and the Countries of Asia: 1922–2010

First specialized printed advertising media. The emergence and development of

**The Modules of the History of PR**

**Contents module 3. The Elements of Public Relations from the Ancient World to the Beginning of Professionalism in PR**

**Theme 1. Theoretical principles of PR. Purposeful Formation of Public Opinion in the States of the Ancient World and the Early Modern Age**


**Theme 2. The Expansion of PR Elements in the Activities of States and Corporations, the Systematization of Public Relations: the 19th – the First Quarter of the 20th century**

Contents module 4. PR in Industrial and Postindustrial Societies: Development of Public Relations as a Profession, an Important Management Function, and an Academic Discipline (Second Quarter of the 20th - the beginning of the 21st Century)

Lection 3. The Evolution of Public Impact Technologies in the Second Half of the 1920s - Late 1950s
The influence of British, German, Austrian, American and Russian propaganda during the First World War on the development of PR. The Great Depression as the incentive for PR innovation and expansion. Franklin Roosevelt and his New Deal. The United States Office of War Information (OWI) Soviet use of propaganda. The impact of WWII and the wartime propaganda on the postwar development of PR. The Marshall Plan and his impact on the PR markets of France, Germany, Japan. The Cold War and its impact on the development of PR.

Theme 4. The Heyday of PR on the Basis of Socio-economic Liberalization, Democratization, Civil Society Development: 1960s-1980s

6. Control of Study Achievements
6.1. System of students’ educational achievements evaluation

<table>
<thead>
<tr>
<th>The kind of the activity of students</th>
<th>The maximum number per unit</th>
<th>Module 1</th>
<th>Module 2</th>
<th>Module 3</th>
<th>Module 4</th>
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<tr>
<td></td>
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<td>The maximum number of points</td>
<td>Number of units</td>
<td>The maximum number of points</td>
<td>Number of units</td>
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<td>1</td>
<td>1</td>
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<td>Calculation: 358:100=3,58</td>
<td>A student has got: 300 points</td>
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<tr>
<td>Rating: 300:3,58 = 84 points = B (passed)</td>
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</tbody>
</table>

6.2. The tasks for individual work and the criteria of the evaluation

Contents module 1. The early stages of the development of advertising
Theme 1. Proto-advertising. The manifestations of advertising in ancient and medieval states
1. Analyze the prerequisites for the emergence of advertising in primitive society.
2. Give a definition of a proto-advertisement, select its main types.
3. Characterize the development of advertising in ancient society.
4. Analyze, argue: did the development or decline of advertising occur in the Middle Ages.
5. Analyze the influence of Renaissance art on advertising development.
6. Analyze the impact of the invention of the printing press by Johann Gutenberg.

Theme 2. The development of advertising in the 16th – 19th centuries. The emergence of the first advertising agencies
1. Describe the development of print advertising, basing on a specific example.
2. Reveal the role of the showcase in the consumer consciousness, basing on specific examples.
3. Analyze the emergence and development of exhibition activities.
4. Describe the prerequisites for an ad agency foundation.
5. Describe the new forms, tools of European advertising of the 19th century.


Theme 3. Advertising in the USA and Europe: the 20th – the beginning of the 21st century

| 1. Advertising in Great Britain in the 20th century (the development of various advertising genres). |
| 2. Advertising in France in the 20th century (agencies, figures).          |
| 4. Lord & Thomas Advertising Agency.                                       |
| 5. Helen Resor and her contribution to the activities of J. Walter Thompson. |
| 6. Albert Lasker's activities, his contribution to the development of advertising. |
| 7. Claude Hopkins and his introduction to sampling.                        |
| 8. Raymond Rubicam, his contribution in the advertising field. Young & Rubicam as an agency that has contributed to the creative revolution in the advertising world. |
| 9. BBDO and the advertising campaigns created by the company.              |
| 10. David Ogilvy as one of the founding fathers of American advertising.   |

Theme 4. Advertising in the USSR and the Countries of Asia: 1922–2010

| 1. The regulation of advertising activities in the Soviet Union.              |
| 2. The development of advertising in the NEP period.                          |
| 3. Advertising poster, its definition and the role in the development of advertising. |
| 4. The creativity of V. Mayakovsky and O. Rodchenko in the field of advertising. |
| 5. Advertising during the Khrushchev Thaw.                                   |
| 6. Specific features of the development of Ukrainian advertising in the Soviet Union. |
| 7. The development of advertising in the countries of the East (Turkey, UAE, Israel, Syria, etc.). |
| 8. The development of Chinese advertising in the 20th century).               |
| 10. Dentsu Advertising Agency (foundation history, founders, clients).       |

Theme 5. Ukrainian advertising: 1991–2010

| 1. The main prerequisites for the development of the advertising business in our country. |
| 2. The founders of the advertising business of Ukraine; their followers (Ivetta Delikatna, Tetyana Vasilenko, Maxim Lazebnik). |
3. Local advertising agencies of Ukraine (Diala, Inter 2000, Academy of Advertising, B4B, Banda, etc.).
4. Human resources training in the field of advertising.
5. The representatives of network agencies in our country in the first decade of the 21st century.
6. The activities of public (non-profit) organizations in the field of advertising (VRC, SRU, UAIPP, etc.).
7. The legislation of Ukraine in regard to advertising.

Contents module 3. The Elements of Public Relations from the Ancient World to the Beginning of Professionalism in PR


1. Analyze the structure, role, and importance of public relations technologies in the social communications system.
2. Comment on and illustrate with Aristotle's examples of speaker qualities that arouse listeners' confidence: reason, charity, and benevolence.
3. Analyze the specific features of proto-PR-technologies of ancient times.
4. Describe the means of forming the image of statesmen in ancient times.
5. Compile the list of elements of PR used in Europe and Asia in the 15th – 16th centuries.
6. Analyze the main technologies of influence on public opinion in Europe of the 15th – 16th. Identify the differences comparing with the previous historical ages.
7. Describe the methods and forms of influence on public opinion that emerged and spread during the Age of Enlightenment.

Theme 2. The Expansion of PR Elements in the Activities of States and Corporations, the Systematization of Public Relations: the 19th – the First Quarter of the 20th century.

1. Compile the list of PR elements used in Europe and the United States in the second half of the 19th century – the first quarter of the 20th century. Identify the differences compared with previous historical ages.
2. Find the commonalities and distinctive features in the activities of Ivy Lee and Edward Bernays.
3. Compile the list of sectors of the economy, as well as the spheres of public life, in which the elements of PR were used the most actively in the second half of the 18th century – in the first quarter of the 20th century.

Contents module 4. PR in Industrial and Postindustrial Societies: Development of Public Relations as a Profession, an Important Management Function, and an Academic Discipline (Second Quarter of the 20th - the beginning of the 21st Century).
Theme 3. The Evolution of Public Impact Technologies in the Second Half of the 1920s - Late 1950s.

1. Make a comparative analysis of German, Austrian, British and Russian propaganda of the First World War, find out the differences of propaganda technologies comparing with modern understanding of PR.
2. Analyze the activities of the US Office of War Information, identify commonalities and distinctive features by comparing American and Soviet propaganda.
3. List and analyze the prerequisites for the increasing attention to public dialogue in political and business communications in the United States in the second half of the 1920s. Investigate the context and features of the public movement "The public must know everything!"
4. Identify common features of business PR practices in Europe and Japan in the late 1950s.


1. Compile the table listing the socio-political changes that directly influenced the development of PR in the world in the 1960s and 1980s.
2. Compile the list of PR professionals whose activities in the 1960s and 1980s had the greatest influence on the development of PR in the world of the 1960s and 2000s.
3. Investigate the history of the formation of PR-specialists ethical principles, compile the table with comparative analysis of ethical codes of different professional associations of PR-specialists.


1. Write a detailed description of PR in the context of the new role of NGOs and local authorities in the post-industrial era.
2. Describe the US PR market in the early 21st century.
3. Identify the main and specific features of European PR-business in the beginning of the 21st century.
4. Identify the main and specific features of Ukrainian PR-business in the beginning of the 21st century. Compile the chronological table of the main events of the Ukrainian PR formation process (the 1990s – the beginning of the 21st century).
The assessment of individual work is carried out by the following criteria:
1) understanding, the degree of the theory and methodology of the problems under consideration;
2) the degree of mastering of the facts description being studied;
3) the acquaintance with the basic and additional literature recommended;
4) the ability to combine theory with practice when considering specific situations, solving the tasks presented for an individual study, and the tasks presented for the consideration in the classroom;
5) logic, structure, style of presentation of the material in the written works and during the performances in the classroom, the ability to substantiate their position, to generalize information and draw conclusions.

6.3. The Forms of Module Control Implementation, and the Criteria of Evaluation

The Implementation of Module control works is done individually by each student in electronic form and attached to the e-course or delivered in print. Module control work is carried out after studying a specific contents module. It is assessed for completing tasks in the form specified by the lecturer program. Module control forms are the implementation of module control works that provide answers to several types of test questions and, in some cases, thorough the disclosure of several questions formulated as open-ended questions from module material. The number of module test works in the course is 4, each work implementation is mandatory.

Evaluation criteria:
1) understanding, the degree of mastering of the theory and methodology of the problems under consideration;
2) the degree of mastering of the actual material being studied;
3) the acquaintance with the basic and additional sources recommended;
4) the ability to present the examples of modern advertising and public relations practice, to illustrate theoretical provisions with practical examples;
5) logic, structure, style of presentation in the written work, the ability to substantiate their position, to generalize information and draw conclusions.
6) completeness of the answer to the questions, quality and independence, creativity, initiative in accomplishing the task.

When evaluating module control work, the volume and correctness of the tasks performed are taken into account. The correct performance of all tasks is estimated at a maximum of 25 points.

6.3. The Forms of Semester Control and the Criteria of Evaluation

Semester control is the result of studying each module, which contains a summary of all forms of current control and performance of the module control work. Semester control includes the points for the student's current work at seminars, individual work, Module control work. Semester control of students' knowledge
is carried out after the completion of the study of the academic discipline material.

6.5. Rating Relevance Scale

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number of points</th>
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</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>100-90</td>
</tr>
<tr>
<td>Very good</td>
<td>82-89</td>
</tr>
<tr>
<td>Good</td>
<td>75-81</td>
</tr>
<tr>
<td>Satisfactorily</td>
<td>69-74</td>
</tr>
<tr>
<td>Sufficiently</td>
<td>60-68</td>
</tr>
<tr>
<td>Unsatisfactorily</td>
<td>0-59</td>
</tr>
</tbody>
</table>

8. Recommended Sources

Basic sources — History of Advertising


Additional Sources — History of Advertising

1. Про рекламу. Закон України, 1996р.
15. Лебедев А.Н. Психология рекламы,2005.
27. Журнал «Маркетинг в Україні» / Видає Українська асоціація маркетингу з 1998 р.

Web sources — History of Advertising
1. Всеукраїнська рекламна коаліція / http://www.adcoalition.org/
Basic Sources — History of PR

Additional Sources — History of PR
Web sources — History of PR

1. http://www.burson-marsteller.com/who-we-are/our-history/
2. http://www.ipra.org/about/history
5. https://www.prsa.org/AboutPRSA/index.html#.V1HRheS5NX8
### 7. Educational and Methodical Map of the Discipline History of Advertising and PR

Total: 120 h; Lections — 20 h, seminar classes — 28 h, practical classes — 8 h, individual work — 56h; module control works — 8 h; semester control: credit test

<table>
<thead>
<tr>
<th>Week</th>
<th>I</th>
<th>II</th>
<th>III</th>
<th>IV</th>
<th>V</th>
<th>VI</th>
<th>VII</th>
<th>VIII</th>
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<tbody>
<tr>
<td><strong>Modules</strong></td>
<td>Contents module I</td>
<td></td>
<td></td>
<td></td>
<td>Contents module II</td>
<td></td>
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<tr>
<td><strong>Title of module</strong></td>
<td>The early stages of the development of advertising</td>
<td>Advertising in the 20th – in the beginning 21st century</td>
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<td><strong>Themes of lections</strong></td>
<td>Proto-advertising. The manifestations of advertising in ancient and medieval states — 1 p.</td>
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<td></td>
<td>The development of advertising in the 16th – 19th centuries. The emergence of the first advertising agencies — 1 p.</td>
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<tr>
<td></td>
<td>Distribution of Mass Media Advertising on Paper. The Emergence of the First Advertising Agencies — 1+10 p.</td>
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<tr>
<td><strong>Themes of seminar classes</strong></td>
<td>Advertising in the Print Media: Applying the Actual Experience of the 19th century in Modern Advertising Campaigns — 1+10 p.</td>
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<td>The Development of Advertising in the USSR and the Countries of Asia: 1922-2010 — 10 p.</td>
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<tr>
<td></td>
<td>The Development of Advertising in Independent Ukraine: State regulation; Individuals, Companies, Campaigns — 1+10 p.</td>
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<td>The Elements of Public Relations from the Ancient World to the Beginning of Professionalism in PR</td>
<td>PR in Industrial and Postindustrial Societies: Development of Public Relations as a Profession, an Important Management Function, and an Academic Discipline (Second Quarter of the 20th - the beginning of the 21st Century)</td>
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