

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



APPROVED BY
 Vice Rector on Academic Affairs

Oleksii B. Zhyltsov

« 30 » 01 2010

WORKING PROGRAM OF THE ACADEMIC DISCIPLINE

Advertising Practice:

Integrated communications programs

for students

Speciality **061 Journalism**

Educational level **First (bachelor)**

Educational program **Advertising and Public Relations**



Kyiv-2020

Creator:

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The working program was reviewed and approved at the meeting of the Department of Advertising and Public Relations

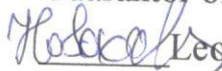
Protocol of December 27, 2019 № 6

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

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Deputy Director of the Institute of Journalism on Academic Affairs

 Olena A. Rosinska

Prolonged

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1. The Description of the Academic Discipline

Names of indicators	Characteristics of the discipline by the forms of learning	
	Full-time	Part-time
Kind of the discipline	Mandatory	-
Language of lecturing, learning and evaluation	Ukrainian; in English speaking groups — Ukrainian for lectures, English for seminar and practical classess	-
Total amount of credits	2/60	-
Course	4	-
Semester	8	-
Number of contents modules	2	-
Amount of credits	4	-
Amount of hours, including:	60	-
Classroom activities	28	-
Module control	4	-
Semester control	-	-
Individual work	28	-
Form of the semester control	Complex exam	-

2. The Objective and Tasks of the Academic discipline

The purpose is to form an understanding of the content of integrated communication programs, the technologies of their creation and their place in the practice of advertising.

The tasks of the discipline include the following processes:

- to develop integrated competence: the ability to perform complex specialized tasks in the practice of advertising;

- develop common competencies such as: the ability to analyze and evaluate social phenomena, patterns and processes; understanding and observance of moral and ethical norms and values, formation of general and professional culture.

- to develop professional competencies of specialization:

Information competence:

- ability to apply modern information technologies in professional activity;
- knowledge of the specifics of gathering information to analyze the effectiveness of advertising and other communication activities and ensure effective interaction with

them;

- the ability to effectively choose media (television, radio, press, outdoor advertising, the Internet);

Communicative competence and professional competences:

- communication audit (collection, processing, analysis, systematization, synthesis of information);
- possession of methods of conducting sociological and marketing researches;
- identification of sources of information, their analysis, ensuring the reliability and reliability of information;
- determining the goals and objectives of the media projects / campaigns and the criteria for their effectiveness;
- development of communication strategy and communication policy of enterprises / institutions;
- definition of effective communication technologies, models, channels;
- possession of methods of promotion of goods and services;

Managerial competence:

- understanding of the basic algorithm of managerial activity (planning, organization, motivation, control);
- ability to research, analyze, plan, implement and accompany advertising campaigns designed for government organizations, business entities, non-governmental (non-profit) associations;
- possession of techniques to evaluate the effectiveness of advertising;
- knowledge of reputation management tools both in normal mode and in crisis situations;
- ability to evaluate the reputation of companies,

Research and prognostic competence:

- ability to perform market research and forecasting activities;
- ability to conduct qualitative and quantitative research in the field of advertising;
- an opportunity to predict trends and prospects for the development of advertising and business in the conditions of globalization and global transformation;

Design and creative competence:

- possession of information on concepts of creation of corporate identity;
- knowledge of the formation and development of leading brands, on what basis they have become;
- the ability to apply technology to develop strategies (missions, slogans, uniqueness, etc.) for business and non-profit organizations, to evaluate its effectiveness and potential.
- ability to create effective information drives;
- the ability to develop and write scenarios for communication activities;

Technological competence:

- Possession of professional IT technologies;
- the ability to use certain software in professional and private life;
- ability to produce advertising products;
- the ability to model advertising messages in accordance with the concepts of communication campaigns.

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 learning outcomes:

- the concept of "integrated marketing communications" understanding;
- the place of IMC in the company's marketing strategy understanding;
- be able to develop a communication strategy for the campaign;
- be able to plan integrated communication campaigns;
- effectively select and justify media for campaign implementation (television, radio, press, outdoor advertising, Internet);
- to segment the audience;
- to determine the target audience;
- to carry out communication audit (collection, processing, analysis, systematization, generalization of information);
- to identify sources of information, their analysis, ensure the reliability and reliability of information;
- to determine the goals and objectives of the campaigns and the criteria for their effectiveness;
- to identify and apply effective communication technologies, models, distribution channels;
- to understand the basic algorithms of managerial activity (planning, organization, motivation, control);
- to create advertising and PR messages according to the concepts of communication campaigns.

4. The Structure of the Academic Discipline

№ i/n	Titles of contents modules and themes	Total	Distribution of hours between the kinds					Individual work	final control	
			Classroom							
			Classroom	Lectons	Practical class	Seminar class	Module contro			
Contents module I. Methodological basis for the use of integrated communication programs in modern advertising and PR										
1	Integrated communication programs in advertising and PR	8	4	2	2			4		
2	Stages of effective marketing communications developing	8	4	2	2			4		
3	Analysis and selection of communication channels. IMC budgeting	8	4	2	2			4		
	Module control	2							2	
Total		26	12	6	6			12	2	
Contents module II. The practice of integrated communications programs creating and effectiveness analyzing										
3	Advertising and PR in the Integrated Marketing System	10	4	2	2			6		
4	Direct marketing, sales and sales promotion in the IMC system	12	6	2	4			6		
5	Evaluation of the effectiveness of integrated communications program	8	4	4	2			4		
	Module control	2								
Total		34	16	8	8			16	2	
5	Total according to academic plan	60	28	14	14			28	4	

5. The Program of the Academic Discipline

Contents module 1. Methodological basis for the use of integrated communication programs in modern advertising and PR

Theme 1. Integrated communication programs in the advertising and PR system

Communication theory. The concept of marketing communications system. The concept of integrated marketing communications. Types of social communication.

Advertising in the system of integrated marketing communications. Public relations in the complex of integrated marketing communications. Sales and sales promotion as an element of the marketing communications system. Direct marketing in the system of integrated marketing communications. The use of different types of marketing communication depending on the product life cycle.

Theme 2. Stages of development of effective marketing communications.

Setting communication goals. Development of advertising message. Market definition. Segmentation. Defining the target market. Identify the target audience. Maslow's Pyramid. Generation theory. Positioning.

The difference between marketing and communication goals. B2B and B2C advertising. Types of promotion strategy (pull / push). Message strategy. Creative message strategy (information call, transformational call). Content, structure, format, source of the message.

Theme 3. Analysis and selection of communication channels. IMC budgeting.

Personal communication channels. Non-personal channels of communication (media, sales promotion, sponsorship, PR). Performance analysis of different promotional tools.

Media strategy planning. Choice of tactics. Media evaluation. Selection of the media. Basic concepts and terms. Formation of the IMC budget.

Contents module 2. The practice of integrated communications programs creating and effectiveness analyzing

Theme 4. Advertising and PR in the Integrated Marketing System.

The role of advertising and PR in the complex of marketing communications. History of PR development. Main directions of PR activity. The main features of PR. Stages of the PR campaign. Management of PR activities. Research in PR. Legal problems in PR. Formation of enterprise image. Publishers.

Theme 5. Direct marketing, sales and sales promotion in the IMC system

Direct marketing. Characteristics of major direct marketing channels. Personal sales. Conducting business negotiations. The work of a sales agent. Methods for determining the effectiveness of direct marketing.

Sales promotion in the marketing communications system. The system of measures and techniques of sales promotion. Sales promotion measures aimed at the consumer. Classification of techniques and means of sales promotion. Sales promotion techniques for resellers. The main stages of organizing a sales promotion campaign.

Theme 6. Evaluation of the effectiveness of integrated communication programs

The concept of economic effectiveness of marketing communications. Cost effectiveness of promotional activities. Additional turnover under the influence of the IMC. Calculation of the economic effect of the promotion. Survey method. The effectiveness of PR. Methods for determining the effectiveness of PR activities. Ways to determine the effectiveness of sales promotion measures. The effect of synergy in integrated marketing communications.

6. Control of Study Achievements

6.1. System of students' educational achievements evaluation

The kind of the activity of students	The maximum number per unit	Module 1		Module 2	
		Number of units	The maximum number of points	Number of units	The maximum number of points
Lessons attendance	1	3	3	4	4
Practical classes attendance	1	3	3	4	4
Practical classes activity	10	3	3	4	40
The implementation of the tasks of individual work	5	3	15	3	15
Module control work implementation	25	1	25	1	25
<i>Total</i>			76		88
The maximum number of points	164				
Coefficient calculation	164:60 = 2,73				

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

Individual work 1

Communication and its importance in marketing.

- Marketing communications: nature, goals, objectives.
- Features of application of the theory of communications in marketing.

- IMC rules, rules and legal framework.

Individual work 2

The process of choosing a marketing communications system.

- Classification of consumers.
- Classification of IMC elements.
- Classification of marketing communications strategy.

Individual work 3

Advertising as the main means of marketing communication.

- Marketing, communications, advertising.
- Planning of manufacturer's advertising activities
- Features of creating effective advertising.

Individual work 4

Sales promotion and features of its use

- Features of sales promotion.
- Sales promotion at the stages of the product life cycle.
- Types of sales promotion.

Individual work 5

Public Relations in Marketing Communications Policy.

- Internal and external PR.
- Public relations methods and tools.
- Crises. Crisis PR.

Individual work 6

Direct and interactive marketing

- Direct mail advertising.
- Mixed direct marketing tools.
- Modern direct marketing technologies.

6.3. Module control form and evaluation criteria

Modular test work is done after studying a specific content module. It involves the use of acquired theoretical knowledge and practical skills: answering questions, solving situational problems.

Form of modular control - written execution of tasks. In total there are two theoretical and one practical tasks. Score for 1 theoretical - 5 points, 2 theoretical - 5, practical - 15 points.

Number of module control works - 2.

6.4. Forms of semester control and evaluation criteria

The final assessment of students' knowledge in the discipline "Integrated Communication Programs" takes place within the complex exam in the discipline "Advertising Practice" (one question).

6.5. Indicative list of questions for semester control

1. Identify the difference between advertising and communication.
2. Analyze the classic set of marketing communications.
3. Give a brief description of its components.
4. Name the participants in the marketing communications process and the nature of their interaction.
5. How does Maslow's Pyramid help in developing a communication strategy?
6. What are the stages of development of the promotion system, describe them.
7. Analyze the types of response of the target audience to the advertising message.
8. Describe the relationship of the state of readiness with the types of marketing communications.
9. Name and describe the methods for determining your promotion budget.
10. What new forms of communication have emerged recently? Give them a brief description.
11. Discover the essence of advertising and its importance in the marketing communications system.
12. What are the functions of advertising in the marketing communications system?
13. Discover the features of advertising at different stages of the product life cycle.
14. What are the traditional and current decision-making models for budget allocation to the IMC?
15. What is a unique trade offer?
16. Specify the goals, objectives and functions of public relations in the IMC program.
- Discover the essence of sales promotion.
17. What are the sales promotion measures for buyers, resellers and sellers?
18. Discover the essence of direct marketing. List the benefits of direct marketing.
19. What is the difference between mass and individual marketing?
20. Specify the features of the application of communication theory in marketing.
21. Describe the types of marketing communications: advantages and disadvantages.
22. Analyze the features of sales promotion at different stages of the product life cycle.
23. Analyze how the effectiveness of promotional tools depends on the consumer's willingness to buy the product (stages of readiness - awareness, reflection, persuasion, purchase, re-purchase).
24. Define media planning. What are the main steps?
25. Analyze the classification of methods of communicative sponsorship support.

6.6. Rating Relevance Scale

<i>Rating</i>	<i>Number of points</i>
Excellent	100-90
Very good	82-89
Good	75-81
Satisfactorily	69-74
Sufficiently	60-68
Unsatisfactorily	0-59

7. Recommended Sources

Basic sources

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- посібник. К: ЦУЛ, 2009.
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