



## Course Syllabus

### Management of advertising activity

**Degree of higher education** – Master  
**Branch of knowledge 07** «Management and administration»  
**Specialty 073** «Management»  
**Educational and scientific program** «International management»

**Year of study:** I, **Semester:** II

**Number of credits:** 5 **Teaching language:** English

#### Course Supervisor

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#### Course Description

The discipline "Management of advertising activities" is aimed at forming students' basic knowledge and developing practical skills in creating and conducting advertising activities in commodity and service companies, state institutions, startups. The discipline focuses on working out practical skills in researching the advertising market, choosing advertising media, determining information sources, understanding the psychological patterns of perceiving an advertising appeal, and producing creative ideas.

#### Course Structure

№	Topic	Learning outcomes	Tasks
1	The essence of advertising activity.	Know the place of advertising in the system of marketing communications. Learn the goals and activities of advertising management. To study the structure of the advertising management system.	Cases, tests

2	Legal regulation and classification of advertising	Know the regulatory documents regulating advertising activities. Learn to classify ads by categories and types. To be able to classify according to the subjective principle, according to purpose, according to information carriers.	Cases, tests
3	Advertising market research.	Be able to conduct advertising market research. Know sources of information, advertising market research tools, advertising communication process model. Analyze the situation on the advertising market.	Cases, tests
4	Psychological aspects of advertising.	Learn the communication model, the phases of advertising communication, the main schemes of advertising models. To study the psychological regularities of the perception of an advertising appeal and methods of improving the organization of advertising information.	Cases, tests
5	Planning advertising activity.	Know the peculiarities of advertising planning on different media. To study the methods and principles of advertising budget formation. Be able to draw up a plan and budget for advertising expenses. Choose advertising media.	Cases, tests
6	Development of advertising creative.	Master the principles of creating creative ideas. Learn to generate ideas for advertising. Learn the basic techniques of using the language tools of advertising management.	Cases, tests
7	Features conducting advertising campaigns.	To study the place, role and importance of an advertising agency in the advertising business. Know the main activities of advertising agencies.	Cases, tests

### Recommended literature

1. Борисяк О. В., Іванечко Н. Р. Формування цифрового комунікативного середовища з надання енергетичних послуг на засадах кліматично нейтрального розвитку. *Бізнес Інформ*. 2021. № 3. С. 44-50.
2. Іванечко Н.Р., Хрупович С.Є. Контекстна реклама: метрики і КРІ. *Галицький економічний вісник*. Тернопіль: ТНТУ, 2019. Том 61. № 6. С. 79-84.
3. Іванечко Неля. Управління рекламною діяльністю: навч. посібник. Тернопіль: Західноукраїнський національний університет, 2022. 88 с.
4. Котлер Філіп. Маркетинг від А до Я. К.: Альпіна Паблішер. 2021. 252 с.
5. Котлер Філіп. Катарджая Гермаван. Сетьяван Іван. Маркетинг 4.0. Від традиційного до цифрового. К.: КМ-БУКС. 2019. 224 с.
6. Маркетинг [Електронний ресурс]: навч. посіб. / Н. Іванечко, Т. Борисова, Ю. Процишин [та ін.] ; за ред. Н. Р. Іванечко. - Тернопіль : ЗУНУ, 2021. 180 с.

### Assessment Policy

**Deadline and retake policy:** Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).

**Academic Integrity Policy:** write-offs during control work are prohibited (including using mobile devices).

**Visiting policy:** Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

### Assessment

Остаточна оцінка за курс розраховується наступним чином:

Module 1	Module 2	Module 3
30%	40%	30%
1. In-class assessment (Topics 1-4 – 10 points per topic) = 40 points 2. Paperwork = 60 points.	1. In-class assessment (5-7 topics –10 per topic) = 30 points 2. Paperwork = 70 points.	1. Defense of CPIT = 80 points. 2. Participation in training = 20 points

**Student evaluation scale:**

According to university scale	According to the National Scale	According to ECTS scale
90-100	Excellent	<b>A</b> ( <i>excellent</i> )
85-89	Good	<b>B</b> ( <i>very good</i> )
75-84		<b>C</b> ( <i>good</i> )
65-74	Satisfactory	<b>D</b> ( <i>satisfactory</i> )
60-64		<b>E</b> ( <i>enough</i> )
35-59	Unsatisfactory	<b>FX</b> ( <i>unsatisfactory with possibility of repassing</i> )
1-34		<b>F</b> ( <i>unsatisfactory with a mandatory repeat of the course</i> )