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“THE RUSSIAN PRESIDENTIAL ACADEMY OF NATIONAL ECONOMY AND PUBLIC ADMINISTRATION”

The Institute of Business Studies
Department of International Business and Business Administration

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MODULE SYLLABUS

ADVERTISING AND PUBLIC RELATIONS MANAGEMENT

38.03.02 Management

International Management

Bachelor

Full-time

Intake Year – 2018

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1. The list of the module's intended learning outcomes, mapped to the learning goals and objectives of the educational program

1.1. Module **"Advertising and Public Relations Management" ensures the development of the following competences taking into account the stage of development**

Competence code	Competence name	Stage of competence development code	Name of the competence development stage
PK-9	Ability to evaluate the impact of macroeconomic environment on the functioning of organization and public and municipal administration. Identify and analyze market and specific risks as well as economic goods consumer behavior and demand on the basis of the knowledge of economic basics of organizational behavior market structure and competition in the industry.	**PK-9.2**	Ability to analyze consumer behavior and influence the formation of demand in a competitive environment.
		PK-9.3	Ability to analyze consumer behavior and influence the opinion of target audiences.

Upon completion of the module the students should have the following competences

General work functions	Stage of competence development code	Learning outcomes
Ability to conduct market analysis to achieve competitiveness.	**PK-9.2**	<u>Knowledge level</u>: - Theories and concepts of integrated marketing communications, including advertising; - Structures and mechanisms of mass media functioning , including internet media and other types of marketing communications.
		<u>Competence level</u>: - Has a good understanding of marketing field; - Is capable of making decisions appropriate to business situations in the field of marketing communications; - Is capable of segmenting , positioning and identifying target audiences for promoting goods or services;

		- Is capable of gathering an structuring information for preparing briefs and technical requirements for advertising companies.
	PK-9.3	<u>Knowledge level</u>: - Theories and concepts of mass communication, including public relations; - Structures and mechanisms of mass media functioning, including internet media and other types of marketing communications. <u>Competence level</u>: - Has a good understanding of marketing field; - Is capable of making decisions appropriate to business situations in the field of marketing communications; - Is capable of segmenting, positioning and identifying target audiences for promoting goods or services; - Is capable of gathering and structuring information for preparing press releases and news for corporate Internet resources and preparing briefs for developing and implementing PR campaigns.

2. The module's workload in credit units with the number of academic or astronomic contact hours, distributed among different types of learning experiences, students' independent study workload and the module's place in the program's structure and curriculum.

Workload

The program curriculum specifies the following workload for the module "Advertising and Public Relations Management":

- Total workload – 3 credit units,
- Contact hours – 52 hours, including 26 lecture hours and 26 seminar hours;
- Independent student work – 56 hours.

The module's place in the educational program's structure

The module **"Advertising and Public Relations Management"** is designed for Year 3 students, and is delivered in Semester 5 and 6. The module is delivered simultaneously with the module "Marketing Research and Operations".

Final module assessment – test.

3. Summary of the module's content by topics (section) with the amount of academic or astronomic hours per topic (section) and types of student learning experiences. The module's structure.

Item N	Topic/section name	Module workload, hours						Current and final module assessment
		Total	Contact hours and learning experience types				Self study	
			Lectures	**Lab work**	**Seminars**	**Course paper**		
Topic 1	Advertising and PR: main features and peculiarities.	10	2		2		6	Quiz
Topic 2	Advertising. Legal regulation. Classification of advertising. Main types of advertising media.	18	4		4		10	Written quiz
Topic 3	Advertiser and advertising agencies. Organization of advertising activity of an organization. . The main principles and practice of interaction with an advertising agency.	24	4		4		16	Quiz
Topic 4	Preparation, organization and implementation of advertising campaigns. The methods of assessing advertising campaigns' effectiveness.	20	4		4		12	Essay
Final module assessment (semester 5)		72	14		14		44	Test
Topic 5	Public Relations. Types of PR. Public communication channels.	8	4		2		2	Quiz
Topic 6	Media Relations – working with mass media. PR technologies. Preparation and implementation of PR campaigns. Assessing PR campaigns' effectiveness.	12	4		4		4	Quiz
Topic 7	Internet-promotion: advertising and PR in the Internet. Promotion in social media.	16	4		6		6	Quiz
Final module assessment (semester 6)		36	12		12		12	Test
Total:		**108**	**26**		**26**		**56**	

Summary of Module Content

Item N	Topic title	Topic content
Semester 5		
Topic 1	Advertising and PR: main features and peculiarities	The theory of mass communication. The place and role of marketing communications in business practice. Advertising and PR as part of integrated marketing communications.. The main terms of the module. Advertising and PR. Publicity. ATL-, BTL- and TTL-advertising. Event marketing and promotion.
Topic 2	Advertising. Legal regulation. Classification of advertising. Main types of advertising media.	Legal regulation of advertising, mass communications and intellectual property. Classification of advertising by function, by objectives, by advertising media. Historical classification.. The main types of advertising media. Advantages and disadvantages.
Topic 3	Advertiser and advertising agencies. Organization of advertising activity of an organization. The main principles and practice of interaction with an advertising agency.	The three agents of advertising activity – advertiser, advertising agency, advertising media The concept of advertising management. Advertising budget. Brief. Advertising campaigns. Indoor advertising and outsourcing. Advertising agencies and their types. Functional components (creative, media, production, client service). Legal and financial foundations of interacting with advertising agencies. Royalty.
Topic 4	Preparation, organization and implementation of advertising campaigns. The methods of assessing advertising campaigns' effectiveness.	Preparation of an advertising campaign. Segmenting. Positioning. USP. Target audiences. Advertising research. Development and production of advertising. Media planning. Terminology. Media plan. Advertising campaign monitoring. Effectiveness of advertising. Assessment of advertising campaign effectiveness and efficiency.
Semester 6		
Topic 5	Public Relations. Types of PR. Public communication channels. .	The notion of PR. PR and propaganda. Regulation of PR in Russia. Business PR. Social PR. Government Relations/lobbying, IR (Investor Relations), MR (Media Relations), crisis PR, internal corporate PR, Internet PR. Strong and vulnerable topics in PR. The hierarchy of information topics. Identifying priority public organizations, political organizations, opinion leaders.

Item N	Topic title	Topic content
Topic 6	Media Relations – working with mass media. PR technologies. Preparation and implementation of PR campaigns. Assessing PR campaigns' effectiveness	Media Relations. Organizational structure of mass media. Identifying priority mass media for a company/organization. Interactions with journalists. PR technologies: speeches, presentations, special events, corporate events, telephone online conferences. A leader's image. Work in professional and public organizations and associations. Internal corporate PR instruments: corporate press, general meetings with employees, corporate events, professional competitions etc. , Corporate style. Preparation and implementation of PR campaigns. Identifying goals and objectives, specifying target audiences, choosing channels of communication.
Topic 7	Internet-promotion: advertising and PR in the Internet. Promotion in social media.	Types of internet resources, promo-websites, corporate websites, search systems, internet mass media, social media. Promotion instruments: SEO, SMO, SMM. Internet advertising, advantages and disadvantages. Types of internet advertising. Banners. Context advertising. Virus advertising. Mail shots. Social media. Assessing the effectiveness of internet advertising. Internet mass media. Blogs. Twitter. On-line events for mass-media. Social media and social networks. Promotion in social networks. The issue of assessing effectiveness of Internet PR..

4. Assessment materials and tools for current and final module assessment

4.1. Forms and methods of current assessment and final module assessment.

4.1.1. The following methods of current assessment are used in “Advertising and Public Relations Management”:

Topic	Current assessment methods
Semester 5	
Topic 1. Advertising and PR: main features and peculiarities.	Quiz
Topic 2. Advertising. Legal regulation. Classification of advertising. Main types of advertising media.	Written quiz
Topic 3. Advertiser and advertising agencies. Organization of advertising activity of an organization. The main principles and practice of interaction with an advertising agency.	Quiz
Topic 4. Preparation, organization and implementation of advertising campaigns. The methods of assessing advertising campaigns’ effectiveness.	Essay
Semester 6	
Topic 5. Public Relations. Types of PR. Public communication channels.	Quiz
Topic 6. Media Relations – working with mass media. PR technologies. Preparation and implementation of PR campaigns. Assessing PR campaigns’ effectiveness	Quiz
Topic 7. Internet-promotion: advertising and PR in the Internet. Promotion in social media.	Quiz

4.1.2. The test is administered in a written format.

a. Materials for current module assessment

Sample assignment.

Questions for the written quiz. Characterize with three words the main advantages and disadvantage of the following advertising media and marketing instruments:

Advertising media	Advantages	Disadvantages
Television	*1)* *2)* *3)*	*1)* *2)* *3)*
Radio	*1)* *2)* *3)*	*1)* *2)* *3)*
Outdoor advertising	*1)* *2)* *3)*	*1)* *2)* *3)*
Advertising in printed media	*1)* *2)* *3)*	*1)* *2)* *3)*

Printed advertising	*1)* *2)* *3)*	*1)* *2)* *3)*
Direct mail	*1)* *2)* *3)*	*1)* *2)* *3)*
Event marketing	*1)* *2)* *3)*	*1)* *2)* *3)*
Internet advertising	*1)* *2)* *3)*	*1)* *2)* *3)*
Giveaways and souvenirs	*1)* *2)* *3)*	*1)* *2)* *3)*
Participation in exhibitions and shows.	*1)* *2)* *3)*	*1)* *2)* *3)*

4.3. Assessment tools for final module assessment

4.3.1. The list of competences with the stages of their development in the process of the educational program.

Competence code	Competence name	Stage of competence development code	Name of the competence development stage
PK-9	Ability to evaluate the impact of macroeconomic environment on the functioning of organization and public and municipal administration. Identify and analyze market and specific risks as well as economic goods consumer behavior and demand on the basis of the knowledge of economic basics of organizational behavior market structure and competition in the industry.	**PK-9.2**	Ability to analyze consumer behavior and influence the formation of demand in a competitive environment
		PK-9.3	Ability to analyze consumer behavior and influence the opinion of target audiences

4.3.2 Indicators and criteria for assessing competences at different stages of their development

Stage of competence development	Indicator	Criterion
PK-9.2	Ability to participate in the development and implementation of marketing and advertising plans, advertising strategies and operations of an advertising campaign/organization.	- Knows how to segment, position and identify target audiences while promoting goods and services; - Knows how to analyze and gather marketing information for drawing up briefs and requirements for advertising campaigns and events; - Knows the main approaches and methods of determining advertising budgets of a company/organization.
PK-9.3	Ability to participate in the development and implementation of a communication strategy and policy of a company/organization.	- Knows how to identify target audiences of corporate community and their media preferences; - Knows the main principles and approaches to the preparation of corporate PR campaigns; - Knows the main approaches and methods of managing content of corporate Internet resources.

4.3.3 Samples of test assignments and other materials (typical assessment materials) used for assessing knowledge, competences and skills and/or activities the stages of competences development in the process of the education program progression.

Sample questions for preparing for the written test (semester 5) .

1. The notion of advertising as interpreted by Federal Law On Advertising.
2. Types of classifications of advertising.
3. ATL-advertising.
4. BTL- advertising.
5. Sales Promotion.
6. Types of PR/public relations
7. Event Marketing.
8. Brands and branding. The main idea and features.
9. PR-agencies.
10. The brief, goals and objectives, contents.
11. Press conferences.
12. Advertising campaigns. Preparation and implementation
13. PR- advertising. Preparation and implementation.
14. Internet and Internet resources, Internet mass media.
15. SMM – Social Media Marketing
16. SEO and SMO.

Sample assignment (semester 6)

Analyze given information and prepare and write a press release on the company/organization event mentioned in the given materials.

Converting points into the traditional grading scale:

100 point scale	5 point scale	Pass/fail
85-100 points	Excellent	Pass
70-84 points	Good	Pass
55-69 points	Satisfactory	Pass
Less than 55 points	Unsatisfactory	Fail

4.4. Learning guidelines, explaining the processes used for assessing knowledge, competences and skills and/or activities at different stages of competence development in the process of the education program progression

The written test in Semester 5 consists of five questions (see examples in 4.3.3).
Time allocated – two academic hours. Textbooks and mobile devices are not allowed.

The written test in Semester 5 is administered in the form of a creative assignment on writing a press release on behalf of a company/organization.
Time allocated – two academic hours.
Mobile devices and the use of Internet are allowed.

5. Learning guidelines for the students

The main forms of independent study of the students are as follows:

- Revising lecture materials and notes;
- Reading recommended literature (essence);
- Preparation for seminars;
- Writing an essay;
- Preparations for tests and exams.

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6. The lists of essential and further reading, necessary for studying the module, a list of recommended internet sources, teaching materials and guidelines for students' independent study.

6.1. <u>Essential reading</u>

1) Evstafiev V.A., Molin A.V. Organization and activities of an advertising agency. – M.: Dashkov, 2016.
2) Solovey V.D. The basics of PR in business. – M.: Publishing house "E", 2016.

6.2. <u>Further reading</u>

1) Polyakov V.A.,.Romanov A.A. Advertising management. – M.: KURS, 2012.

<u>6.3. Legal normative documents</u>

1) The Constitution of the RF
2) The Federal Law on Advertising
3) The Federal Law on the Protection of Consumers' Rights. Федеральный закон "О защите прав потребителей"
4) The RF Civil Code, Part IV.

6.4. **Интернет-ресурсы**

www.akar.ru – the official website of the Association of Communication Agencies.
www.raso.ru – the official website of the Russian Association on Public Relations
www.sostav.ru – a portal devoted to advertising, marketing, creative and PR.

7. The necessary equipment and technology used for implementing the educational process for the module, including a list of software and information databases if applicable.

Rooms for lectures and practical sessions, equipped for showing presentations.
Notebook (software: MS Word, MS Excel, MS PowerPoint, Microsoft Internet Explorer)
Multimedia projector
Flip chart