

MODULE DESCRIPTION

ADVERTISING AND PUBLIC RELATIONS MANAGEMENT

Designed by:

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Code and title of the program and specialization:

38.03.03 Human resources

Human Resources Management in International Business

Degree Program: Bachelor**Format of study: full-time****Learning Goal of the module:**

Ability to analyze consumer behavior and influence the formation of demand in a competitive environment, ability to analyze consumer behavior and influence the opinion of target audiences.

Intended Learning Outcomes:Knowledge level:

- 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;
- 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.

Competence level

- 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 briefs and technical requirements for advertising companies;
- 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.

Module plan:

Topic 1	Advertising and PR: main features and peculiarities.
Topic 2	Advertising. Legal regulation. Classification of advertising. Main types of advertising media.
Topic 3	Advertiser and advertising agencies. Organization of advertising activity of an organization. . The main principles and practice of interaction with an advertising agency.
Topic 4	Preparation, organization and implementation of advertising campaigns. The methods

	of assessing advertising campaigns' effectiveness.
Topic 5	Public Relations. Types of PR. Public communication channels.
Topic 6	Media Relations – working with mass media. PR technologies. Preparation and implementation of PR campaigns. Assessing PR campaigns' effectiveness.
Topic 7	Internet-promotion: advertising and PR in the Internet. Promotion in social media.

Current and final assessment:

Forms of current assessment: a quiz, an essay.

The test is administered in a written format.

Reading:

- 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.

