

# SYLLABUS

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INTERNATIONAL EUROPEAN  
UNIVERSITY



**EUROPEAN SCHOOL  
OF BUSINESS**



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Course Name				
		International advertising		
Lecturer (s)				
		Roman Halenin, PhD in Economics, associate professor at the Department of Management, Finance and Business Administration		
Lecturer's profile				
		<a href="https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin">https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin</a>		
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Discipline page				
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Form of final control		test	def. test	exam
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## 1 Brief discipline annotation

The International advertising discipline is the theoretical foundation for a set of knowledge and skills developing the international profile of a specialist in international business. The study of this discipline will allow methodologically justifying and systematically organizing theoretical ideas of the specialist about advertising as a type of information activity required for the subject of entrepreneurial activity to develop international business.

## 2 Background for studying discipline

Subject matter of the International advertising discipline: relationships established between subjects of the international market in the process of marketing activities.

The International advertising discipline is based on the knowledge of such disciplines as Marketing, Marketing research, Consumer behavior, Marketing of an industrial enterprise, International marketing, Management of foreign economic activity, etc.

## 3 Goal and objectives of the discipline

The goal of the International advertising discipline is to identify and reveal theoretical and applied aspects of advertising activities in international business.

Key objectives of the discipline:

- to comprehend the role of advertising in the development of international business;
- to explore the means of advertising distribution;
- to understand the impact of the cultural environment and knowledge of psychological aspects of international advertising;
- to understand the particularities of management of an economic entity operating on the advertising market in a rapidly changing unstable environment.

## 4 Learning outcomes

PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.

PLO 8. To apply innovative approaches to marketing activities of a market entity, adapt flexibly to changes in the marketing environment.

PLO 11. To show the ability to apply an interdisciplinary approach and carry out marketing functions of a market entity.

PLO 18. To show a responsible attitude to moral, cultural, scientific values and social achievements in professional marketing activities.

## 5 ECTS credits

3 ECTS credits / 90 academic hours

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		l	p	lab.	ind.	i. w.		l	p	lab.	ind.	i. w.
1	2	3	4	5	6	7	8	9	10	11	12	13
<b>Content section 1. Theoretical foundations of the study of advertising and promotional activities</b>												
Topic 1. Subject, method and objectives.	5	1	-	-	-	4	7	2	-			5
Topic 2. History of the emergence and development of advertising	7	1	2	-	-	4	5	-	-			5
Topic 3. Advertising: concept, essence, classification. The social role of advertising	10	4	2	-	-	4	10	-	-			10
Topic 4. The concept of advertising management	8	2	2	-	-	4	12	2	-			10
Topic 5. Advertising means and their application	6	2	-	-	-	4	5	-	-			5
Topic 6. Legal regulation of advertising activity	10	4	2	-	-	4	5	-	-			5
<b>Total per content section 1</b>	<b>46</b>	<b>14</b>	<b>8</b>	-	-	<b>24</b>	<b>44</b>	<b>4</b>	-			<b>40</b>
<b>Content section 2. Fundamentals of international advertising management</b>												
Topic 7. International advertising activity	7	2	1	-	-	4	8	-	2			6
Topic 8. International advertising management	7	2	1	-	-	4	6	-	-			6
Topic 9. International advertising strategies. Global brand	10	4	2	-	-	4	10	-	-			10
Topic 10. International advertising organizations	8	2	2	-	-	4	7	2	-			5
Topic 11. Features of relations between subjects of international advertising activity.	6	2	-	-	-	4	5	-	-			5
Topic 12. Assessment of advertising campaign efficiency. Current state of the advertising services market	6	2	-	-	-	4	10	-	-			10
<b>Total per content section 2</b>	<b>44</b>	<b>14</b>	<b>6</b>	-	-	<b>24</b>	<b>46</b>	<b>2</b>	<b>2</b>			<b>42</b>
<b>Total hours</b>	<b>90</b>	<b>28</b>	<b>14</b>	-	-	<b>48</b>	<b>90</b>	<b>6</b>	<b>2</b>			<b>82</b>



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## List of obligatory tasks

1. Subject, method and objectives
2. History of the emergence and development of advertising
3. Advertising: concept, essence, classification. The social role of advertising
4. The concept of advertising management
5. Advertising means and their application
6. Legal regulation of advertising activity
7. International advertising activity
8. International advertising management
9. International advertising strategies. Global brand
10. International advertising organizations
11. Features of relations between subjects of international advertising activity.
12. Assessment of advertising campaign efficiency. Current state of the advertising services market

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## List of selective tasks

1. Analysis of marketing information and implementation of its results in international advertising.
2. Brand as a guarantee of successful advertising communication on the international market.
3. National commodity producer (service firm) as a subject of the international advertising market.
4. Differentiated marketing and advertising within its boundaries on the foreign market.
5. Selection of the target audience of the foreign market for advertising products or services.
6. Objectives, functions of international advertising and its main principles.
7. Control of advertising activities in foreign countries.
8. Concentrated marketing and features of communications within its framework on a foreign market.
9. Marketing research on the advertising market abroad.
10. Marketing research of consumer preferences of existing and potential buyers of a foreign country.
11. Mass international advertising: opportunities for implementation, advantages and disadvantages.
12. Features of the emergence and development of global trademarks.
13. Features of advertising services on the international market.
14. Features of advertising consumer goods on the international market.
15. Features of advertising of production goods on the international market.
16. Features of the formation of demand for domestic goods and services on the international market.
17. Assessment of ethnic environment in the process of forming an advertising strategy on a foreign market.
18. Assessment of the cultural environment in the process of forming an advertising strategy on a foreign market.
19. Planning of advertising activities on foreign markets.
20. Positioning of national products by means of international advertising.
21. Advertising at international sporting events.
22. Advertising on the international market as a way of establishing a positive image of the national subject of entrepreneurship.
23. Advertising and other communication activities at international exhibitions.
24. Advertising of cultural and educational events on foreign markets.
25. The market of international mass media and its main properties.
26. Development and testing of advertising concept on the international market.
27. Sponsorship as an element of marketing communication on the international market.
28. Creating an advertisement for a specific foreign market.
29. The essence and prerequisites for the development of international advertising.
30. Testing an advertising campaign on the international market.



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## 9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
1 semester	8th semester	available	4th year	Professional training

## 10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge. The final grade in the form of an exam is given according to the total rating of students.

QR Code: <https://ieu.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ieu.edu.ua/docs/pol-mark-esb.pdf>

## 11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

## 12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.



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## 13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

## 14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code: <https://ieu.edu.ua/docs/011.pdf>

## 15 Recommended sources of information

### Primary (basic) literature:

1. Advertising management: theory and practice: textbook / T.H. Dibrova, S.O. Solntsev, K.V. Bazherina. – Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, Polytechnic Publishing House, 2018. – 300 p.
2. Advertising and advertising activity: [study guide] / Voronko-Nevidnycha T.V., Kaliuzhna Y.P., Khurdei V.D. – Poltava: RVV PDAA, 2018. – 230 p.
3. Theory and history of advertising: study guide / T 337 Compiled by Y.A. Hrushevskya, N.R. Barabanova, O.M. Nazarenko, L.M. Pysarenko. Odesa: Phoenix, 2019. 127 p.
4. Kotler F. Marketing 4.0. Moving from Traditional to Digital / Philip Kotler, Hermawan Kartajaya, Iwan Setiawan; translated from English by K. Kunytska and O. Zamaieva – K.: KM-BOOKS Publishing Group, 2018. — 220 p.
5. International marketing: textbook / edited by A.A. Mazaraki, T.M. Melnyk – Kyiv: Kyiv National University of Trade and Economics, 2018. – 448 p.
6. International marketing: study guide / T.V. Kniazieva, Y.P. Kolbushkin, S.V. Petrovska, et al. – K.: NAU, 2019. – 164 p.
7. Hollensen, Svend. Global marketing / Svend Hollensen. – 7th ed. Pearson Prentice Hall, 2016.

### Additional literature:

1. Balabanova L.V. Advertising management [Text]: textbook for students of higher education institutions / Balabanova L.V., Yuzyk L.O.; Donetsk National University of Economics and Trade named after Mykhailo Tuhon-Baranovskyyi, Department of Marketing Management. – Donetsk: DonNUET, 2017. – 392 p.
2. Advertising management [Text]: study guide / [compiled by Lutsii O.P. et al.] – Kyiv: European University Publishing House, 2014. – 327 p.
3. Whalley A. Strategic Marketing [Electronic resource] / Andrew Whalley. – 2016. – [E-resource]. – Available at: <https://bookboon.com/en/strategic-marketing-ebook#download>.
4. Global Trust in Advertising (2015): 1-32. Nielsen, 2018. – [E-resource]. – Available at: <https://www.nielsen.com/content/dam/niensglobal/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2018.pdf>.
5. Dibrova T.H. Features of advertising of international brands on the domestic market / T.H. Dibrova, M.V. Borovenska // Bulletin of the Lviv Polytechnic National University. – 2012. – No. 749: Logistics. – P. 149-153.



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4. Global Trust in Advertising (2015): 1-32. Nielsen, 2018. – [E-resource]. – Available at: <https://www.nielsen.com/content/dam/niensenglobal/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2018.pdf>.

5. Dibrova T.H. Features of advertising of international brands on the domestic market / T.H. Dibrova, M.V. Borovenska // Bulletin of the Lviv Polytechnic National University. – 2012. – No. 749: Logistics. – P. 149-153.

6. Gródecka Anna Techniki manipulacji w tekstach reklamowych [E-resource]. — Available at: [https://web.archive.org/web/20080110124453/http://www.reporterzy.info/article.php?section=warsztat&title=techniki\\_manipulacji\\_w\\_tekstach\\_reklamowych](https://web.archive.org/web/20080110124453/http://www.reporterzy.info/article.php?section=warsztat&title=techniki_manipulacji_w_tekstach_reklamowych)

7. Chen, Yongmin, and Chuan He. Paid placement: Advertising and search on the internet. The Economic Journal 121#556: F309-F328 [E-resource]. — Available at: [http://www.stern.nyu.edu/networks/06-02\\_Chen\\_He\\_Paid\\_Placement.pdf](http://www.stern.nyu.edu/networks/06-02_Chen_He_Paid_Placement.pdf)

8. Reib, Niels. How to Protect and Build Your Online Reputation. LinkedIn. N.p., 28 Mar. 2016. <https://www.linkedin.com/pulse/how-protect-build-your-online-reputation-niels-reib>

9. Sapienza Philipp. Culture And Context: A Summary Of Geert Hofstede's And Edward Hall's Theories Of Cross-Cultural Communication For Web Usability [E-resource]. — Available at: <http://www.filippsapienza.com/CultureContextEnglish.html>

10. Zorina O.I., Syvolovska O.V., Derhousova A.O. Advertising management: Study guide / Edited by O.I. Zorina. – Kharkiv: UkrSURT, 2015. – 257 p., fig. 30, Table 8.

### **INFORMATION RESOURCES:**

1. The Law of Ukraine On Advertising [E-resource]. — Available at: <http://zakon3.rada.gov.ua/laws/show/270/96-bp>

2. International Code of Advertising Practice. [E-resource]. — Available at: [http://zakon3.rada.gov.ua/laws/show/988\\_010](http://zakon3.rada.gov.ua/laws/show/988_010)

3. International Institute of Marketing Professionals (IIMP®) (official website) [Electronic resource]. — Available at: <http://www.theiimp.org/marketing-international-association/>

4. American Marketing Association (official website) [Electronic resource]. — Available at: <https://www.ama.org>

5. Data Marketing&Analytics (official website) [Electronic resource]. — Available at: <https://thedma.org>

8. Internet Marketing Association (official website) [Electronic resource]. — Available at: <https://imanetwork.org>



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Tips on successful study during the course

**If you want to succeed in this discipline, you should be:**

- **persistent, attentive and curious;**
- **creative, cheerful, and open to communication and discussions;**
- **ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.**

**See you at classes!**