

ADVERTISING AND PUBLIC RELATIONS TECHNOLOGIES IN VARIOUS FIELDS

Number of credits: 4 ECTS

Course period: 1 semester / 1 class per week

Language of Instruction: English

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Course description

The objectives of the discipline is training of masters in communication activities through building a system of knowledge about the technology of advertising and PR-communications and the development of main skills to develop and implement practical technology advertising and public relations in various spheres.

Problems of the discipline: to create knowledge of modern methods of solving problems in the field of professional, self-regulation and legislative activity in the field of advertising and public relations, knowledge of design principles, planning, training and re-realizations of communication campaigns and events; contribute to the development of skills to generate ideas, develop concepts and communication programs to determine their goals and create a strategy to provide leadership and communication campaigns on the individual-events in different directions, to monitor their implementation and Implemented assessment of effectiveness.

Summary of discipline should be used in the future for the Scientific and research work and practice, when writing a master's thesis.

Lectures and reading materials. Participating in the lectures and reading the assigned papers are the most essential parts of the course. All enrolled students are therefore expected to participate in all lectures and read all assigned papers.

Seminars. The seminars are organized and conducted by the Instructor. The student performance at the seminars will be assessed based on three criteria: attendance, preparedness, and activity.

Prerequisites

Lectures, seminars, group presentation, mid-term exam, final Exam.

Course outline

Week 1. Lecture 1. Theoretical and methodological frameworks of Advertising and PR.

Week 2. Lecture 2. Advertising and public relations in industry of professional communications.

Week 3. Seminar 1. Regulation and self-regulation in advertising and public relations.

Week 4. Seminar 2. Advertising and PR-technologies: the variety and basic tools.

Week 5. Seminar 3. Advertising and PR technologies in various fields.

Week 6. Seminar 4. Advertising and PR technologies in various fields.

Week 7. Seminar 5. Advertising and PR in the state and local self-government bodies.

Week 8. Seminar 6. Advertising and PR in the state and local self-government bodies.

Week 9. Seminar 7. Technology use of advertising and PR campaigns in economic communication.

Week 10. Seminar 8. PR-technologies on the Internet.

Week 11. Seminar 9. The effectiveness of advertising and PR-activities.

Final exam

Assignments

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

Examination

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

Course evaluation

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

Core reading

1. Emanuel Rosen *The Anatomy of Buzz: How to Create Word of Mouth Marketing* 1st Edition 2013 URL: <https://firebasestorage.googleapis.com/v0/b/xqmjhfn.appspot.com/o/Anatomy-Buzz-Revisited-Word-Mouth-ebook-PDF-a8a706891.pdf?alt=media&token=1d17a6af-30b6-5eb0-3086-5bdb454cc71f>
2. Alexey Ivanov *How to Create an Idea If You Are Not Ogilvy: The Secret Weapons of Advertising* Paperback – May 28, 2019
3. Phil P. Barden *Decoded: The Science Behind Why We Buy Hardcover* – March 4, 2013
4. Luke Sullivan *Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads* Paperback – February 1, 2016
5. Claude C. Hopkins *My Life in Advertising* 2012 URL: <https://www.pdfdrive.com/my-life-in-advertising-e33458777.html>
6. Malcolm Gladwell *The Tipping Point: How Little Things Can Make a Big Difference* Paperback – January 7, 2002

Recommended reading

1. Seth Godin *Linchpin: Are You Indispensable?* Kindle Edition
2. Jennefer Witter *The Little Book of Big Pr: 100+ Quick Tips to Get Your Business Noticed* Paperback – Illustrated, October 3, 2014

3. Edward L. Bernays Public Relations Paperback – Illustrated, July 29, 2013
4. Aivars Helde Social advertising Paperback – December 30, 2015