



Syllabus of the educational discipline
«International advertising business»

Specialty	<i>All specialties</i>
Educational program	<i>All programs</i>
Level of education	<i>Bachelor (first)</i>
Discipline status	<i>Selective</i>
Teaching language	<i>English</i>
Course / semester	<i>3 course, 2 semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 30 hours.</i> <i>Practical studies (seminars) – 30 hours.</i> <i>Independent training – 90 hours.</i>
Form of final assessment	<i>Pass</i>
Department	<i>Department of Tourism, Nauky Ave., Kharkiv, office 316. Tel. 38(057)758-77-26 (add. 451)</i> <i>http://www.hneu.edu.ua/Department_of_tourism</i>
Teacher (-s)	<i>Olena Akhmedova, PhD in Public Administration, associate professor</i> <i>Olena Stryzhak, PhD in Economics, associate professor</i>
Teacher's contacts	<i>yelena.akhmedova@hneu.net</i> <i>ssssellennnn@gmail.com</i>
Days of the classes	<i>According to the schedule</i>
Consultations	<i>According to the schedule</i>
The purpose of the discipline is formation of a system of theoretical knowledge and practical skills regarding contemporary forms of international advertising business and the possibilities of their application in the market activity of enterprises at the international level; comparison of national and international advertising institutions as a means of objectifying the way of a person's life in a post-industrial society and a channel for the transmission of norms and values; improvements of the advertising campaign development, stimulation of the consumer activity.	
Prerequisites for learning	
<i>World economy and international economic relations, Marketing, Management / Basics of marketing activities, skills of promoting goods and services in international markets</i>	
Content of the educational discipline	
Content module 1. International advertising as a process of business activity Theme 1. The essence of international advertising. Advertising as an industry. Theme 2. Advertising as a process of marketing activity. Psychological aspects of marketing and advertising. Theme 3. International advertising: understanding cultural differences. The impact of culture on global marketing and advertising. Theme 4. International advertising as a process of communication. The language of cross-cultural advertising.	
Content module 2. International advertising activity as the process of management. Theme 5. Global brands development. Global brands management. Topic 6. Organization of an advertising campaign in the foreign market. Theme 7. The role of the Internet in promoting the company in international markets Topic 8. Advertising tools in social media.	
Material and technical support (software) of the discipline	
The use multimedia tools is necessary to cover the discipline	
Course page on the Moodle platform (personal training system)	<i>Syllabus, technological card, lectures, tasks for practical and independent classes, information materials, tasks for testing knowledge</i> <i>(https://pns.hneu.edu.ua/course/view.php?id=6788)</i>



Recommended literature

Basic: Cheng H. *The Handbook of International Advertising Research*, 2014. - John Wiley & Sons, Ltd., 656 p.; 2. Diehl S., Terlutter R. *International Advertising and Communication. Current Insights and Empirical Findings*. - Deutscher Universitäts-Verlag, GWV Fachverlage GmbH, Wiesbaden, 2006. - 513 p.; 3. Farrall C., Lindsley M. *Professional English in Use*. – Cambridge University Press. – 2008. – 144 p.; 3. Marieke M. *Global Marketing and Advertising. Understanding Cultural Paradoxes*. – Sage Publications, Inc., Los Angeles. – 2010. – 322 p.; 4. Mueller B. *Dynamics of International Advertising. Theoretical and Practical Perspectives*. – Peter Lang Publishing, Inc., New York. – 2008. – 342 p.; 5. Лусица Н. М. *Реклама в современном обществе: Монографія*. – Х.: „Основа”, 2009. – 272 с.

Supplementary: 6. Aldoshyna M., Stryzhak O. *Relationship marketing in tourism // Інфраструктура ринку*. – 2020. - № 43. – 108-113.; 7. Стрижак О.О. Глобалізація як суспільно-економічний феномен: методологічні основи аналізу // *Економічний вісник НТУУ «КПІ»*. – 2012 (71) [Електронний ресурс]. – Режим доступу: <http://econotyu.kpi.ua/uk/node/352>.; 8. Стрижак Е. О., Ахмедова Е. О. *Особенности проведения рекламной кампании в туристической сфере // Туризм и гостеприимство*. – 2018. - № 2. – С. 31-40.

Assessment system of learning outcomes

The assessment system includes the current control, which is carried out through lectures and practical classes in this discipline and is assessed by the sum of points scored; final modular control, which is carried out in the form of a written test, in accordance with the schedule of the educational process (maximum - 100 points, minimum - 60 points). More detailed information on assessment is given in the technological card of the discipline.

Types of training	Max points
Lectures (active work)	15
Practical studies (active work)	15
Tasks to the themes	47
Essay	3
Written Test	10
Scientific work	10
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

It is mandatory to adhere to the policy of academic integrity, the absenteeism policy and the policy of completing tasks on time.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline.