

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



International advertising business
Syllabus
for Bachelors (first) degree students

Branch of knowledge	<i>All</i>
Speciality	<i>All</i>
Educational level	<i>Bachelor (first)</i>
Educational programme	<i>All</i>
Type of the course	<i>selective</i>
Teaching and evaluation language	<i>English</i>

Head of the Tourism Department

Olena SUSHCHENKO

Kharkiv
2020

APPROVED
at the Department of Tourism meeting
Proceedings № 1 of 26.08.2020

Compilers:
Olena Akhmedova, PhD in Public Administration, associate professor

**Calendar of the syllabus
of an academic discipline renewal and re-approval**

Academic year	Date of the Department of Tourism meeting	Minutes number	Signature of the Head of the Department

Description of the Academic Discipline:

An ever-increasing number of universities are attempting to internationalise their curriculum by offering courses in international communication, international business, and international marketing. The course “International advertising business” is an attempt of the response to the demand for syllabi dealing with global issues and globalization. It is an effective supplement for courses concentrating on advertising, sociology, marketing or mass communication seeking to expand coverage of the international dimension.

The course is not intended to provide a country-to-country analysis of the global marketplace (a futile effort, given how quickly our world changes). Instead, using current examples and case studies, “International advertising business” addresses the key issues that sociologists and advertisers must keep in mind to create effective communications programmes for national and foreign markets. It comprises factors influencing the growth of international advertising, development of the global brands, the role of the consumer and his buying habits, cultural impact and its peculiarities. The problems of development and changes of advertising as social institution in the contemporary Ukrainian society are also considered and compared with the international trends.

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.

Characteristics of the discipline

Course	3
Term	2
Credits ECTS	5
Final control	test

Structural-logical scheme of the discipline

Prerequisites	Postrequisites
World economy and international economic relations	Economy of an enterprise
Marketing	Management and marketing of tourism
Management	Management of enterprises competitiveness

Professional competences:

Competence	Competence constituents
Ability to analyze international advertising as a process of business activity	Knowledge, skills and abilities of the essence of international advertising activity as a process
Ability to analyze current trends of the foreign countries’ advertising market	
Ability to identify and analyze the problems of the processes of international advertising activity of enterprises	
Ability to identify psychological aspects of marketing and advertising	Knowledge, skills and abilities of understanding advertising as a marketing process
Ability to analyze the main means of goods and service promotion	
Ability to detect effective forms of consumer impact	

Competence	Competence constituents
Ability to analyze culture as a factor in consumer behavior	Knowledge, skills and abilities concerning the culture impact on global marketing and advertising
Ability to identify the use of gender images in advertising	
Ability to examine brand image and develop strategies and procedures for its positioning	Knowledge, skills and abilities of global brands management
Ability to organize successful brand promotion	
Ability to develop strategic Internet planning, conduct web analytics and analyze the effectiveness of online advertising activities.	Knowledge, skills and abilities of Internet advertising tools and advertising in social media.
Ability to integrate social media into company's advertising and information system	

The Syllabus of the Academic Discipline

Module 1. International advertising as a process of business activity

Theme 1. The essence of international advertising. Advertising as an industry.

1.1. The system of international marketing communications and advertising. The place of advertising in the entrepreneurial activity and entrepreneurship. The goals and targets of international advertising industry. Advertising activity in the process of the world economy globalization.

1.2. Evolution of advertising in the world. Current trends of foreign countries advertising business. The main problems of international advertising: mass media accessibility, cost, analyses of the achieved results, choice of advertising type and media.

Theme 2. Advertising as a process of marketing activity. Psychological aspects of marketing and advertising.

2.1. The structure of marketing communications. The concept of integrated marketing communications. Traditional marketing strategies. New trends in marketing and advertising activity. The main means of goods and services promotion.

2.2. The structure of advertising activity. The stages of advertising development: specialization, expansion of the intermediary activity, integration, institutionalization. Forms of the consumer influence. Market research in advertising activity. Advertising targets. Prejudice as a restraining factor in advertising. Symbolic production as a means of realizing symbolic power. Psychology of influence and its peculiar features in advertising. Principles of influence.

Theme 3. International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.

3.1. Basic theoretical approaches to the study of a consumer behaviour. T. Veblen's Strategy of conspicuous consumption. Veblen effect. Consumption as a significant factor of social differentiation in the M. Weber's conception. The concept of "lifestyle" and "taste" in the theory of P. Bourdieu. Significance of consumption in the theory of J. Baudrillard. "Mythology of Advertising" by R. Bart.

3.2. Definition of the consumption culture. Culture as a factor of consumer behaviour. Elements, mechanisms and functions of the consumption culture. The influence of advertising on consumer behaviour. Customer traits and features that are considered while developing an advertising strategy. Modernist and postmodernist worldview on consumer behaviour. Consumers' social space. Consumers' social status and social role. Typology of consumer groups. Types of social power according to the Z. Bauman's conception.

3.3. *Advertising as an ideological construct.* Formation of the social-gender world in advertising. Technologies of the gender images use in advertising. Specificity of male and female image in modern advertising. Gender stereotypes and gender identity in advertising. The essence of fashion phenomenon as a social norm. The concept of emotional climate. Social significance of emotions.

Theme 4. International advertising as a process of communication. The language of cross-cultural advertising.

4.1. *Specificity of cross-cultural advertising.* Translation: inadequacy, ambiguity, and idiomatic use. The main tools, methods and techniques of the graphic language in advertising design.

4.2. *Fundamentals of the colour studies.* Psychological features of colour perception. The influence of colour and form on the advertisement perception.

4.3. *Features of composition in the advertising design.* The possibilities of the graphic style use in the design of modern advertising. Design and corporate style as a means of communication. The influence of graphic style on the advertising perception. Modern graphic technique and its use in advertising design.

Module 2

International advertising activity as the process of management.

Theme 5. Global brands development. Global brands management.

5.1. *International brand and international consumer.* The concept and structure of marketing brand research. Main directions of the brand research. Marketing research of the brand image. Market segmentation and positioning of the brand. Variants of the strategies positioning and the procedure of their development. Psychological aspects of the brand positioning. Ways of an existing brand correction. Rebranding. Restyling.

5.2. *Principles of brand management.* Brand management concept. Brand management as a specific function of modern management. Corporate and individual branding. Principles of brand management. Mission and values of the organization as the basis of its philosophy. Responsibilities of the brand manager and corporate culture. Internal branding.

5.3. *Brand promotion.* The value of brand communications. Consumer values in the successful brands communications. Basic requirements for brand communication. The essence of integrated branding. PR-technologies of branding.

Topic 6. Organization of an advertising campaign in the foreign market

6.1. *International advertising campaign and stages of its planning.* Research stage: studying the product characteristics, studying the consumers' characteristics and motives of consumer behaviour. Advertising planning strategy. Advertising planning tactics. Creating an advert. Checking the results of an advertising campaign. The complexity of an advertising campaign on an international scale. Major solutions on the implementation of an international advertising campaign. Standardization and modification of the international advertising campaign. Advantages and disadvantages of an advertising campaign modification.

6.2. *Global advertising.* The advantages and disadvantages of global advertising. Innovations in the international advertising practice.

Theme 7. The role of the Internet in promoting the company in international markets

7.1. *Current stage of internet economy development.* Dynamics and development trends. The factors of success and failure. Successful strategies of the Internet economy. Peculiarities of the Internet audience. The Internet strategic planning. The basics of the strategic Internet planning.

7.2. *The Internet advertising pricing policy.* Web analytics and Internet marketing effectiveness. Active and passive researches: search engines, Web-directories, thematic Web-servers, "yellow pages", links to non-thematic Web-servers.

Topic 8. Advertising tools in social media.

7.1. *Social media as a new medium of communication.* Influence of social media on modern social trends. Management of advertising in social media. Tasks and functions of marketing in social media.

7.2. *Management of the international advertising activity in the social media.* Integration of social media into the company's marketing information system. The methods of the effectiveness assessment of the company's marketing activity in social media.

Teaching methods

Teaching the academic discipline involves active and interactive methods of studies – business games, trainings, active seminars, consideration of cases, moderation, work in a team. Problem lectures are directed at the development of students' logic thinking. The range of questions on the theme of a lecture is limited to two or three key points, the attention of students is concentrated on the material that has not been covered in textbooks.

Minilectures provide educational material in a short period of time and are characterized by large capacity, complexity of logical constructions, images, proofs and generalizations. Minilectures are usually held as part of a lesson-study. The lecture lessons stimulate the students' activity and focus their attention on the perception of the material, and also direct them at using a system approach to the reproduction of the information which they have received from the lecturer.

Working in small groups enables students to structure practical studies and seminars in the form and content; creates opportunities for participation of each student in the class work; ensures the formation of personal skills and experience in social interaction. After the problem has been covered or material has been summarized, the students are offered to make groups of 5 – 6 people and present their vision and perception of the material at the end of the lesson.

Seminar-discussions provide an exchange of opinions and views of participants on the problem discussed and its separate aspects. Such seminars develop the independence of students' thinking and the ability to analyze the information, form a certain outlook, develop a skill at formulating ideas, state them and give reasons during the further discussion, and also evaluate the ideas and offers of others.

Business games simulate decision-making in a variety of situations according to the rules that have already been developed or that are generated by participants. The process is realized by students through independent problem-solving in a situation when the available knowledge is not enough and students have to get the new information by themselves.

Brainstorming is a method of solving urgent problems, the essence of which is to express the greatest possible number of ideas in a very limited amount of time to discuss and select them.

The method of differentiation and comparison. This method develops the ability to analyze different phenomena and situations.

The case study method is the method of analysis of specific situations that imitates the actual professional practice through consideration of operational, managerial and other situations, complex cases of conflict, problem situations, and incidents in the process of learning the material.

The System of Assessment

The system of evaluation of the developed competencies of students takes into account the types of tasks, which according to the curriculum include lectures, seminars, practical studies, as well as independent work. Assessment of competencies gained by students is based on a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Score-Rating System of S. Kuznets KhNUE", control procedures include:

the current control during the semester at lectures, practical classes, seminars is estimated by the sum of points (the maximum amount is 100 points; the minimum amount that allows a student to complete the discipline is 60 points);

The current assessment procedure. Assessment of student's knowledge during seminars and practical classes and performance of individual tasks is carried out in the following form:

- active work during the lectures (2 points for lectures 1-7, 1 point for lecture 8) provided that the student actively participates in the discussion of the topic of the lesson, asks the questions and expresses his/her own point of view on the topic of the lesson; total number of points is 15;

- active participation in the practical classes (2 points for lectures 1-7, 1 point for lecture 8), provided that the student actively participates in the discussion on the topic of the lesson; total number of points 15;

Forms of current assessment:

presentations / reports. During the semester, students prepare three reports according to the tasks in themes № 2, 4, 6; maximum score 3 points;

tasks to the themes. During the semester, students complete tasks on topics №1, 2, 3, 4, 5, 6, 8; maximum score is 8 points);

essay. During the semester, students write one creative task (essay) on the topic № 3; maximum score is 3 points;

written tests. During the semester, students write 2 test on the themes № 4 and 8; maximum score - 5 points for each, total is 8 points;

scientific work. During the semester, students participate in scientific work. The maximum score for scientific work is 10 points.

The independent work of the students includes: working with the theoretical material presented during the lectures; study of the special separate issues which offered for an independent working out; homework; preparation for practical classes; preparation for the seminars; search (selection) of the material for the presentations on a given topic.

Final control is carried out in the form of a test, which is considered to be fulfilled if a student receives 60 points. The total points on the academic discipline are regarded as a sum of points gained during the period of studying the academic discipline.

All course requirements must be completed – they are not optional. Students who do not complete all requirements will receive an «incomplete» until all work is satisfactorily completed or grade «F», at the discretion of the instructor.

The final mark is set according to the scale given in the table “Results scale: national and ECTS”.

Forms of assessment and distribution of points are given in the table “Rating-plan of the discipline”.

Results scale: national and ECTS

The points for all types of educational activity	ECTS scale	The assessment according to the national scale and the university scale	
		Examination, course paper, practice	Examination, course paper, practice
90 – 100	A	excellent	excellent good satisfactory
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	unsatisfactory
35 – 59	FX		
1 – 34	F		

Rating plan of the discipline

(Evaluation system of forming the levels of professional competencies)

Professional competences	Week	Hours	Forms of study	Competences level
--------------------------	------	-------	----------------	-------------------

					Forms of control	Max i- mal mar k		
Module 1. International advertising as a process of business activity								
Knowledge, skills and abilities of the essence of international advertising activity as a process	Ability to analyze international advertising as a process of business activity	23-24	Class	4	Lecture	Theme 1. Problem lecture: The essence of international advertising. Advertising as an industry.	Lecture work	2
				4	Practical study	Practical task "The goals and targets of international advertising industry. Advertising activity in the process of the world economy globalization". Case study: "Evolution of advertising in the world". Discussion: "The main problems of international advertising: mass media accessibility, cost, analyses of the achieved results, choice of advertising type and media".	Active participation in the analysis and discussion	2
			Self-study	12	Preparation	Search, selection and review of the literature on a given topic	Home task checking and grading, recitation	4
			Ability to identify psychological aspects of marketing and advertising	25-26	Class	4	Lecture	Theme 2. Advertising as a process of marketing activity. Minilecture: Psychological aspects of marketing and advertising.
	4	Practical study				Case study: "New trends in marketing and advertising activity". Discussion: "The stages of advertising development: specialization, expansion of the intermediary activity, integration, institutionalization. The structure of advertising activity. Forms of the consumer influence. Market research in advertising activity. Advertising targets. Prejudice as a restraining factor in advertising. Symbolic production as a means of realizing symbolic power. Psychology of influence and its peculiar features in advertising. Principles of influence".	Active participation in the analysis and discussion	2
	Self-study	12			Preparation	Search, selection and review of the literature on a given topic	Home task checking and grading, recitation	9

Knowledge, skills and abilities concerning the culture impact on global marketing and advertising	Ability to analyze culture as a factor in consumer behavior and the use of gender images in advertising	27-28	Class	4	Lecture	Theme 3. International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.	Lecture work	2
				4	Practical study	Case study: ". Culture as a factor of consumer behaviour". Discussion of the topics: Advertising as an ideological construct. Formation of the social-gender world in advertising. Technologies of the gender images use in advertising. Specificity of male and female image in modern advertising. Gender stereotypes and gender identity in advertising. The essence of fashion phenomenon as a social norm. The concept of emotional climate. Social significance of emotions.	Active participation in the analysis and discussion	2
			Self-study	12	Preparation	Search, selection and review of the literature on a given topic. Essay writing, presentation of the results	Home task checking and grading	7
			Class	4	Lecture	Theme 4. International advertising as a process of communication. The language of cross-cultural advertising.	Lecture work	2
	4	Practical study		Practical task "Specificity of cross-cultural advertising. Translation: inadequacy, ambiguity, and idiomatic use. The main tools, methods and techniques of the graphic language in advertising design."	Active participation in the analysis and discussion	2		
	The ability to analyze and apply intercultural aspects in advertising	29-30	Self-study	12	Preparation	Search, selection and review of the literature on a given topic. Solving practical tasks, presentation of the results	Home task checking and grading, presentation, test-paper	12
			Module 2. International advertising activity as the process of management					
	abilities of global brands and develop	31-32	Class	4	Lecture	Theme 5. Global brands development. Global brands management.	Lecture work	2

Knowledge, skills and abilities of Internet advertising tools and advertising in social media	Ability to organize successful brand promotion	33-34	Self-study	4	Practical study	Practical tasks on the concept and structure of marketing brand research. Main directions of the brand research. Marketing research of the brand image. . Round table discussion "The value of brand communications".	Active participation in the analysis and discussion	2	
				12	Preparation	Search, selection and review of the literature on a given topic Identification of the methods of service. Preparation of a presentation	Home task checking and grading, presentation	6	
			Class	4	Лекция	Theme 6. Problem lecture: Organization of an advertising campaign in the foreign market	Lecture work	2	
				4	Practical study	Practical tasks as to the international advertising campaign and stages of its planning.	Active participation in the analysis and discussion	2	
			Self-study	12	Preparation	Search, selection and review of the literature on a given topic; practical tasks concerning global advertising, the advantages and disadvantages of global advertising.	Home task checking and grading, presentation	9	
				Class	4	Lecture	Theme 7. The role of the Internet in promoting the company in international markets	Lecture work	2
			Self-study		4	Practical study	Business game on the topic: "Current stage of internet economy development". Discussion: The Internet advertising pricing policy. Web analytics and Internet marketing effectiveness. Active and passive researches	Active participation in the analysis and discussion	2
				37	Class	12	Preparation	Search, selection and review of the literature on a given topic	Home task checking and grading, presentation
			2			Lecture	Topic 8. Advertising tools in social media.	Lecture work	1

			2	Practical study	Practical tasks as to the management of the international advertising activity in the social media, integration of social media into the company's marketing information system, the methods of the effectiveness assessment of the company's marketing activity in social media.	Active participation in the analysis and discussion	1
		Self-study	6	Preparation	Search, selection and review of the literature on a given topic; practical tasks on the procurement process	Home task checking and grading, final test-paper	7
Scientific work					Participation in the olimpiads, competitions, writing of the scientific paper		10
Session	40-42			Consultation		Revision of the material	
				Test		Completion of the test tasks	
			150	Total points			100

Bibliography

Basic

1. Cate Farrall, Marianne Lindsley. Professional English in Use. Marketing / Farrall Cate, Lindsley Marianne. – Cambridge University Press. – 2008. – 144 p.
2. Jones John Philip. International Advertising: Realities and Myths / John Philip Jones. – Sage Publication Inc. – 2004. – 411 p.
3. Marijke V., Cauberghe V., Hudders L. Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude / V. Marijke, V. Cauberghe, L. Hudders. International Journal of Advertising. – 2017. – P. 8-32.
4. Mooij de Marieke. Consumer Behaviour and Culture. Consequence for Global Marketing and Advertising / Marieke Mooij. – Sage Publications, Inc., Los Angeles. – 2011. – 403 p.
5. Mooij de Marieke. Global Marketing and Advertising. Understanding Cultural Paradoxes / Marieke Mooij. – Third Edition. Sage Publications, Inc., Los Angeles. – 2010. – 322 p.
6. Mueller Barbara. Dynamics of International Advertising. Theoretical and Practical Perspectives / Barbara Mueller. – Peter Lang Publishing, Inc., New York. – 2008. – 342 p.
7. Pardun J. Carol. Advertising and Society. Controversies and Consequences / J. Carol Pardun. – A Joan Wiley & Sons, Ltd., Publication, Singapore. – 2009. – 209 p.
8. Schouten A., Janssen L. Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit / A. Schouten, L. Janssen. – International Journal of Advertising. – 2019. – P. 2-25.

Supplementary

9. Akhmedova, O. International Advertising. Textbook / O. Akhmedova. – Донецьк: ТОВ «Технопарк», 2012. – 79 с.
10. Fox A., Nakhata C. Eat, drink, and create content: a multi-method exploration of visual social media marketing content / A. Fox, C. Nakhata. – International Journal of Advertising, ISSN: 0265-0487. – 2019., p. 2 – 25.
11. Keins J. The General Theory of Employment, Interest and Money / J. Keins. – NY: Polygraphic Company of America, 2006. – 400 p.

12. Marketing Management: Analysis, Planning, Implementation, and Control / Philip Kotler: [13th ed]. – NY: Prentice Hall, 2010. – 784 p.
13. Ricks David A. Blunders in International Business / David A. Ricks. – Third edition. Blackwell Business. – 2004. – 186 p.
14. Simon Sweeney. Test your professional English. Marketing / Sweeney Simon. – Penguin English. – 2007. – 106 p.
15. Sutherland Max, Sylvester Alice K. Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why / Max Sutherland, Alice K. Sylvester. – St. Leonards, N.S.W. – 2000. – 338 p.
16. Unal S., Dalgic T. How avatars help enhancing self-image congruence / S. Unal, T. Dalgic . - International Journal of Internet Marketing and Advertising. – Vol. 12; Iss. 4. – 2018. – P. 374 – 393.
17. An Overview of International Advertising: A Review Article on Current Global Advertising. – [Electronic resource]. – Access mode: <http://www.ijsrp.org/research-paper-1215/ijsrp-p4825.pdf>
18. International Advertising Association. – [Electronic resource]. – Access mode: <https://iaaglobal.org/>
19. Petty Ross D. International Advertising Law and Regulation. A Research Review and Agenda – the Devil Is in The Details. – [Electronic resource]. – Access mode: <https://onlinelibrary.wiley.com/doi/10.1002/9781118378465.ch20>
20. What Is the Difference in Global Advertising & International Advertising? – [Electronic resource]. – Access mode: <https://smallbusiness.chron.com/difference-global-advertising-international-advertising-66112.html>
21. The page of the course “International advertising business” on the platform Moodle (personal educational page) : website. URL: <https://pns.hneu.edu.ua/course/view.php?id=6788>)