



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://tourism.hneu.edu.ua</i>
Teacher (-s)	<i>Olena Akhmedova, PhD in Public Administration, associate professor</i>
Teacher's contacts	<i>yelena.akhmedova@hneu.net</i>
Days of the classes	<i>According to the schedule</i>
Consultations	<i>According to the schedule</i>
The objective of the discipline is formation of the students' theoretical, professional knowledge and practical skills and competencies to independently plan and organize excursion activities; to effectively design and conduct excursions; to provide top-level excursion services in accordance with the contemporary demands of the tourism development and cultural environment.	
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	
<i>The use multimedia tools is necessary to cover the discipline</i>	
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>
Assessment system of learning outcomes	
<i>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</i>	



(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.

Syllabus approved at the meeting of the Department of Tourism, Protocol № 18 from June, 17, 2021.