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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN  
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FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER  
EDUCATION

**"MOSCOW POLYTECHNIC UNIVERSITY"  
(MOSCOW POLYTECHNIC UNIVERSITY)**

Faculty of Economics and Management

APPROVED BY

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/A.V. Nazarenko /



## **OPERATIONAL PROGRAM OF THE DISCIPLINE**

### **Effectiveness of Advertising and Public Relations**

Direction of training/specialty  
**42.04.01 Advertising and public relations**  
Profile/specialization  
**Innovative marketing in advertising**

Qualification  
master

Forms of study  
part-time

**Moscow, 2023**

**Developer(s):**

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## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Effectiveness of Advertising and Public Relations" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 38.03.01 "Economics".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

□ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Effectiveness of Advertising and Public Relations" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
OPC-7. Able to assess and predict possible effects in the media sphere, following the principles of social responsibility	IOPC-7.1 Knows the specifics of evaluating the effectiveness of various types of advertising and PR;; IOPC-7.2 Knows the specifics of various methods of evaluating the effectiveness of advertising and PR. IOPC-7.3 Is able to evaluate the effectiveness of advertising products and advertising campaigns;

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- Cross-Cultural Analysis in Professional Activity
- Internal Corporate Communications

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- □ Current Problems of Management in the Field of Advertising and Public Rela;
- □ Marketing research;
- □ Innovative Marketing
- □ Pre-graduate practice.

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			3	-

<b>1.</b>	Classroom classes	<b>36</b>	<b>32</b>	-
	including:			
1.1	Lectures	18	18	-
1.2	Seminars/practical classes	18	18	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>108</b>	<b>108</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	29	29	-
2.3	Independent task solving	29	29	-
	Intermediate certification			
	test/ dif. test/ exam		<b>test</b>	-
	<b>Total</b>	<b>114</b>	<b>144</b>	-

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Advertising and PR agencies. Advertising and PR services of organizations	24	3	3	-	-	18
2.	Topic 2. Advertising - profession and art	24	3	3	-	-	18
3.	Topic 3 Principles of building advertising management (RAIS formula)	24	3	3	-	-	18
4.	Topic 4 Planning an advertising and PR campaign	24	3	3	-	-	18
5.	Topic 5 Creating an advertising and PR messages	24	3	3	-	-	18
6.	Topic 6 Evaluating the effectiveness of an advertising and PR campaign	24	3	3	-	-	18
	<b>Итого</b>	<b>144</b>	<b>18</b>	<b>18</b>	-	-	<b>108</b>

### 3.3 Content of the discipline

#### **Topic 1 Advertising and PR agencies. Advertising and PR services of organizations.**

Topic content: Advertising and PR agencies. General characteristics. The "pros" and "cons" of contacting agencies. Advertising and PR services of the organization. "Pros" and "cons" in the activities of the services in the development and conduct of advertising and PR events. Criteria for the selection of advertising and PR agencies. .

Forms and methods of conducting classes on the topic, applied educational technologies: lecture.

Types of independent training of students on the topic: monitoring, analysis.

#### **Topic 2 Advertising - profession and art.**

Topic content: Professionalism and intuition. Creativity and craft. The essence and meaning of creative technologies in advertising. Commercial effectiveness of advertising creativity. The dangers of creative failures. Methods for evaluating creativity: focus group interviews, in-depth interviews, opinion polls, trial sales. Stages of creative product development and testing stages. Features of creative activity management. An advertiser as an organizer, creator, technologist and economist.

Forms and methods of conducting classes on the topic, applied educational technologies: lecture, practice.

Types of independent training of students on the topic: monitoring, analysis, thematic selection.

#### **Topic 3 Principles of building advertising management (RAIS formula).**

Content of the topic: Definition of the goals and objectives of the Republic of Kazakhstan. Research in an advertising campaign. Monitoring the situation. Problem statement. Analysis of the situation. External and internal factors influencing the advertising campaign. Marketing and advertising analysis. Methods of collecting marketing information. Comprehensive monitoring studies of the "lifestyle". Special research "for the task".

Psychological parameters of the target audience and their role in building an advertising campaign. Psychographic model of consumer division. Interaction of the advertiser and The customer. Features of the perception of the product by the advertiser and the Customer. "Questionnaire".

The brief of the advertising campaign: the correct formulation of the problem. Advertising of goods for final and intermediate buyers. .

Forms and methods of conducting classes on the topic, applied educational technologies: lecture, practice.

Types of independent training of students on the topic: monitoring, written work, analysis.

#### **Topic 4 Planning an advertising and PR campaign.**

Topic content: Planning an advertising and PR campaign Goals and objectives of such classifications and structuring. Conditionality of structuring. The need for structuring and classification. Types of tasks when planning an advertising campaign. Distribution of responsibilities. Determination of quotas, time for completing tasks. Control of the implementation of the advertising campaign. Advertising communication channels. Forms and methods of conducting classes on the topic, applied educational technologies: lecture, practice. Types of independent training of students on the topic: .

### **Topic 5 Creating an advertising and PR message.**

Content of the topic: Advertising in print media: central, local, departmental newspapers; magazines - general consumption, popular science, industry, corporate; non-periodical publications - advantages and disadvantages. Price characteristics. Direct mail advertising and direct marketing. Advantages and disadvantages. Additional opportunities in connection with the printing "digital revolution". Price characteristics. Outdoor advertising: billboards, panel brackets, signage, firewalls, pillars, roof installations, light boxes. Advertising on moving media. Non-standard outdoor advertising. Features of the original layout of outdoor advertising. Printing methods. The applicability of outdoor advertising and price characteristics. Advertising at points of sale (indoor and outdoor) and packaging. Souvenir advertising: purpose, hierarchical structuring, nomenclature, decoration and personalization. Advertising on the Internet: banner, contextual. Efficiency and price characteristics. Non-traditional advertising media and distribution channels. Product Placement and Cross Promotion of Exhibitions and fairs as an effective means of sales promotion. Direct marketing. . Forms and methods of conducting classes on the topic, applied educational technologies: lecture, practice. Types of independent training of students on the topic: monitoring, analysis, presentation.

### **Topic 6 Evaluation of the effectiveness of advertising and PR campaigns.**

Topic content: Definition of advertising and PR budget. Development of an advertising and PR concept. Development of a creative concept. Development of advertising products. Testing of advertising products (focus group interviews and statistical sociological methods). Testing errors. Representativeness of the results. Media audience research. Optimization of the advertising and PR campaign plan using media plan indicators. The main indicators of media planning. Computer media planning. Optimization by absolute and relative indicators. Factors influencing the results of media planning. Forward-looking and valid ratings. Targeting media ads. Methods of evaluating the effectiveness of the advertising and PR campaign being implemented. Options for linking with sales, changing the level of brand knowledge and loyalty buyers. Evaluation problems and ways to solve them. Examples of planning specific advertising and PR campaigns. . Forms and methods of conducting classes on the topic, applied educational technologies: lecture, practice.

Types of independent training of students on the topic: monitoring, analysis, thematic selection.

Topic content: Assignment for students: Reveal the technological stages of PR campaign on a concrete example. Analyze the goals, objectives and expected results of each stage: - communication audit, - situational analysis, -stage strategic planning, -implementation, -efficiency assessment.

Forms and methods of conducting classes on the topic, applied educational technologies: practice.

Types of independent training of students on the topic: monitoring, analysis, thematic selection.

### **3.4. Topics of seminars/practical and laboratory classes**

#### **3.4.1 Seminars/practical classes**

Discussions:

Topic 1. Advertising and PR agencies. Advertising and PR services of organizations

Topic 2. Advertising - profession and art

Topic 3 Principles of building advertising management (RAIS formula)

Topic 4 Planning an advertising and PR campaign

Topic 5 Creating an advertising and PR messages

Topic 6 Evaluating the effectiveness of an advertising and PR campaign

#### **.3.4.2. Laboratory classes**

Laboratory classes in the discipline are not provided for in the curriculum.

### **3.5. Topics of course projects (term papers)**

The course project (term paper) on the discipline is not provided for in the curriculum.

## **4 Educational, methodological and informational support**

### **4.1 Regulatory documents and GOST standards**

Normative documents and GOST standards are not used in the study of the discipline.

### **4.2 Basic literature**

Main literature 1. Emikh N.A. Cultural paradigm of modern education: Philosophical and anthropological foundations [Electronic resource] / Emikh N.A. - M. : Logos, 2020. -

2. Babynina T.F. Methodology and methodology of psychological and pedagogical research [Electronic resource]: seminar and laboratory classes on the course. Textbook for students of the Faculty of preschool education / Babynina T.F.— Electron. text data.— Naberezhnye Chelny: Naberezhnye Chelny Institute of Socio-Pedagogical Technologies and Resources, 2019.— 100 p.— Access mode: <http://www.iprbookshop.ru/29881> .

3. Algazina N.V. Preparation and defense of the final qualifying work of the master (master's thesis) [Electronic resource]: educational and methodological manual/ Algazina N.V., Prudovskaya O.Yu.- Electron. text data.— Omsk: Omsk State Institute of Service, 2022.— 103 p.— Access mode: <http://www.iprbookshop.ru/32790> .



4. Pedagogical theories and systems: studies. The manual/ author-compiled by E.N.Seliverstova, L.I. Bogomolova, E.Y. Rogacheva; under the general editorship of E.N. Seliverstova, - Vladimir: VISU, 2021. (VISU Library)

### **4.3 Additional literature**

Fundamentals of scientific work and methodology of dissertation research [Electronic resource]: monograph/ G.I. Andrev [et al.].— Electron. text data.— M.: Finance and Statistics, 2012.— 296 p.— Access mode: <http://www.iprbookshop.ru/12439>

Galaktionova L.V. Educational and methodological foundations of the preparation of the final qualifying work [Electronic resource]: textbook for students/ Galaktionova L.V., Rusanov A.M., Vasilchenko A.V.— Electron. text data.— Orenburg: Orenburg State University, EBS DIA, 2014.— 98 p.— Access mode: <http://www.iprbookshop.ru/33662> .

### **4.4 Electronic educational resources**

1. Electronic educational resources in this discipline are in the process of development.

### **4.5 Licensed and freely distributed software**

1. Microsoft Office suite programs (Word, Excel, PowerPoint)

### **4.6 Modern professional databases and information reference systems**

1. SPS "ConsultantPlus: Non-commercial Internet version". - URL: <http://www.consultant.ru/online/> (accessed: 02/16/2023). - Access mode: free.

## **5 Material and technical support**

1. Lecture hall.
2. An audience for practical classes.
3. Computer class with Internet access.
4. An audience for group and individual consultations, ongoing monitoring and interim certification.
5. An audience for independent work.
6. Library, reading room.

## **6 Methodological recommendations**

### **6.1 Methodological recommendations for the teacher on the organization of training**

Methodological recommendations for the teacher on the organization of training

This section of this work program is intended for novice teachers and practitioners who do not have teaching experience.

The discipline Effectiveness of Advertising and Public Relations forms the competence of the students of the CC-1. In the conditions of designing educational systems based on the principles of the competence approach, there has been a conceptual change in the role of the teacher, who, along with the traditional role of the knowledge carrier, performs the function of the organizer of the student's research work, consultant in the procedures for selecting, processing and interpreting

information necessary for practical action and further development, which must necessarily be taken into account when conducting lectures and practical classes in the discipline " Effectiveness of Advertising and Public Relations "

The teaching of theoretical (lecture) material on the discipline " Effectiveness of Advertising and Public Relations " is carried out on the basis of interdisciplinary integration and clear interdisciplinary connections within the framework of the educational program and curriculum.

The detailed content of individual topics of the discipline " Effectiveness of Advertising and Public Relations " is considered in paragraph 3.3 of the work program.

Approximate variants of tasks and test tasks for the current control and a list of questions for the exam in the discipline are presented as part of the FOS for the discipline in paragraph 7 of this work program.

The list of basic and additional literature, databases and information reference systems required in the course of teaching the discipline " Effectiveness of Advertising and Public Relations " is given in paragraph 4 of this work program.

## **6.2 Methodological guidelines for students on the development of the discipline**

Obtaining in-depth knowledge of the discipline is achieved through the active independent work of students. It is advisable to use the allocated hours to get acquainted with the educational and scientific literature on the problems of the discipline, the analysis of scientific concepts.

Within the framework of the discipline, various forms of monitoring the level of achievement by students of the declared indicators of competence development are provided.

Forms of current control – the activity of work in practical classes, testing.

The form of intermediate control in the discipline is an exam, during which the level of achievement of the declared indicators of competence development by students is assessed.

Methodological guidelines for the development of the discipline.

Lectures are conducted in accordance with the content of this work program and are a presentation of the theoretical foundations of the discipline.

Attending lectures is mandatory.

Taking notes of the lecture material is allowed both in writing and by computer.

Regular repetition of lecture notes for each section in preparation for the current forms of certification in the discipline is one of the most important types of independent work of the student during the semester, necessary for high-quality preparation for intermediate certification in the discipline.

Conducting practical classes in the discipline "Effectiveness of Advertising and Public Relations" is carried out in the following forms:

– a survey based on materials reviewed at lectures and studied independently according to the recommended literature;

– analysis and discussion of issues on topics, problem solving.

Attendance of practical classes and active participation in them is mandatory.

Preparation for practical classes necessarily includes the study of lecture notes and recommended literature for an adequate understanding of the conditions and method of performing tasks planned by the teacher for a specific practical lesson.

Methodological guidelines for performing various forms of extracurricular independent work

The study of the main and additional literature on the discipline is carried out on a regular basis in the context of each topic to prepare for the intermediate certification in the discipline "Effectiveness of Advertising and Public Relations". The list of the main and additional literature on the discipline is given in paragraph 4 of this work program.

Methodological guidelines for preparation for intermediate certification

Intermediate certification in the discipline "Effectiveness of Advertising and Public Relations" takes place in the form of an exam. An approximate list of questions for the exam in the discipline "Effectiveness of Advertising and Public Relations" and the criteria for evaluating the student's response for the purpose of evaluating the achievement of the stated indicators of competence formation are given as part of the FOS for the discipline in paragraph 7 of this work program. The student is allowed to intermediate certification in the discipline, regardless of the results of the current progress control.

## 7 Evaluation Funds Fund

### 7.1 Methods of monitoring and evaluating learning outcomes

Code and name of competencies	Indicators of competence achievement
OPC-7. Able to assess and predict possible effects in the media sphere, following the principles of social responsibility	<p>IOPC-7.1 Knows the specifics of evaluating the effectiveness of various types of advertising and PR;;</p> <p>IOPC-7.2 Knows the specifics of various methods of evaluating the effectiveness of advertising and PR.</p> <p>IOPC-7.3 Is able to evaluate the effectiveness of advertising products and advertising campaigns;</p>

### 7.2 Шкала и критерии оценивания результатов обучения

#### 7.2.1. Criteria for evaluating the answer to the exam

(formation of competence of the OPC-7, indicators of the OPC-7.1, OPC-7.2)

**"5" (excellent):** the student demonstrates excellent theoretical knowledge, practical skills, knows the terms, makes reasoned conclusions and generalizations, gives examples, shows fluency in monologue speech and the ability to quickly respond to clarifying questions.

**"4" (good):** the student demonstrates good theoretical knowledge, practical skills, knows the terms, makes reasoned conclusions and generalizations, gives examples, shows fluency in monologue speech, but at the same time makes insignificant mistakes that he quickly corrects independently or with minor correction by the teacher.

**"3" (satisfactory):** the student demonstrates satisfactory theoretical knowledge, shows poorly formed skills in analyzing phenomena and processes, insufficient ability to draw reasoned conclusions and give examples, shows insufficient fluency in monologue speech, terms, logic and consistency of presentation, makes mistakes that can be corrected only when corrected by a teacher.

**"2" (unsatisfactory):** the student demonstrates ignorance of the theoretical foundations of the subject, lack of practical skills, does not know how to draw reasoned conclusions and give examples, shows poor command of monologue speech, does not know the terms, shows a lack of logic and consistency of presentation, makes mistakes that cannot be corrected when corrected by the teacher, refuses to answer additional questions.

#### 7.2.2. Criteria for evaluating the student's work in practical classes

(formation of competence of the OPC-7, indicators of the OPC-7.1, OPC-7.2)

**"5" (excellent):** all the tasks provided for in the practical training plan were completed, the student answered all control questions clearly and without errors, actively worked in practical classes.

**"4" (good):** all the tasks provided for in the practical training plan were completed, the student answered all the control questions with the teacher's corrective remarks, worked quite actively in practical classes.

**"3" (satisfactory):** all tasks provided for in the practical training plan were completed with the teacher's comments; the student answered all control questions with comments.

**"2" (unsatisfactory):** the student did not complete or incorrectly completed the practical tasks provided for in the practical training plan; the student answered the control questions with errors or did not answer the control questions.

### 7.2.3. Criteria for evaluating test results

(formation of competence of the OPC-7, indicators of the OPC-7.1, OPC-7.2)

The test is evaluated according to the percentage of correct answers given by the student to the test questions.

The standard scale of compliance of test results with the assigned score:

- "excellent" - over 85% of correct answers;
  - "good" - from 70.1% to 85% correct answers;
  - "satisfactory" - from 55.1% to 70% of correct answers;
- from 0 to 55% of correct answers – "unsatisfactory"

**"5" (excellent):** the test taker demonstrates excellent theoretical knowledge, knows the terms and has the ability to quickly respond to test questions.

**"4" (good):** the test taker demonstrates good theoretical knowledge, knows most of the terms and has the ability to respond quickly to test questions.

**"3" (satisfactory):** the test taker demonstrates satisfactory theoretical knowledge, owns the basic terms and concepts.

**"2" (unsatisfactory):** the test taker has no theoretical knowledge, he does not know the terminology and reacts slowly to the test questions.

## 7.3 Evaluation tools

### 7.3.1. Current control

(formation of competence of the OPC-7, indicators of the OPC-7.1, OPC-7.2)

#### Examples of tasks to solve in practical classes:

#### Tasks for mandatory execution:

The student is invited to conduct an independent analysis of a series of advertising or PR materials posted in various communication channels in order to analyze the techniques, methods and technologies used in the creation and dissemination of these messages.

Another option for practical work is daily, weekly or monthly monitoring of PR and advertising messages in one (at the student's choice) media. The purpose of such monitoring should be to analyze the frequency, features of the media plan of publications and to analyze the possible

effectiveness of such placement of advertising and PR products.

1. The concept of an advertising campaign
2. The concept of a PR campaign
3. Planning an advertising campaign
4. Planning a PR campaign.
5. Project team. Principles of formation.
6. The principle of decomposing tasks in the project team.
7. Features of media planning campaigns in the media of various typologies.
8. The use of social networks and messengers for the purposes of advertising and PR campaigns.
9. Functionality of the project manager, leading specialists, line managers
10. Company support documentation.
11. Ways to determine the effectiveness of the campaign and achieve the goals

defined by the company's concept.

12. Integration of project activities into the activities of various communication platforms.

**Examples of test tasks:**

**Test 1**

1. What is the main content of the science of PR?

2. Reveal the content of PR and advertising in the marketing system of your organization.

How were PR and advertising tools used to promote corporate goods and services to new sales segments?

3. What are the main blocks of the conceptual model of the PR organization? Give practical examples of the correct evaluation of feedback.

4. What are the main stages of the development of PR science in accordance with the evolutionary development of marketing?

5. What is the significance of PR and advertising in the marketing organization?

6. Use specific examples to show the general characteristics and distinctive features of advertising and PR.

7. Evaluate the effective application of PR fundamentals in the process of establishing market relations using specific examples in Russia.

8. What is the organic interdependence and interdependence of the functioning of a commodity producer in the market, the conduct of advertising work and the need to implement public relations at the same time?

9. Justify the essence of advertising. Show the role of advertising in the implementation of the communication function — the formation of demand and sales promotion.

10. Evaluate the importance of advertising and public relations in the complex of marketing communications to fulfill the tactical goals of the company.

11. What are the goals, principles and tasks of communication activity solved by the electronic Internet system? Comment on the content of the main blocks of the organization of electronic commerce, highlighting the significance and possibilities of the program of transition to online business.

12. Justify marketing communications at your company, which are necessary to achieve commercial success, taking into account the use of a service system, the implementation of available advertising elements, public relations.

13. What is the main content of the PR concept?

a) PR as cumulative measures to promote the brand in order to awaken in customers a sense of need, affection and appreciation to the company for the goods and services provided;

b) PR is not the imposition of someone else's will on others, but free cooperation with the mutually beneficial interests of all partners;

c) PR is the art and science of achieving harmony through mutual understanding, which integrate the mechanism of market relations in society with the consistent solution of various problems of commodity—money relations.

14. When did the science of PR arise?

a) in ancient times;

b) during the Second World War;

c) the science of PR arose at the beginning of the XX century.

15. Who first officially used the very expression "public relations"?

a) The President of the United States, when in 1807 he entered it in the draft of his "Seventh Address to Congress" instead of the crossed out "state of mind";

b) Lloyd George in 1911, when a broad public campaign was carried out in England in support of the National insurance Law.

16. What kind of activity was the science of PR at the first stage of its evolutionary development?

- a) regulation of socio-economic relations;
- b) mainly political activity that related to propaganda and agitation;
- c) environmental activities.

17. Who is considered the father of modern PR?

- a) John Rockefeller is an American millionaire;
- b) German scientist Karl Hundhausen;
- c) Ivy Lee is a journalist.

18. When and where was the Russian Public Relations Association — RASO established?

- a) in Moscow on July 3, 1991;
- b) in St. Petersburg on July 13, 1994;
- c) in Moscow on July 23, 1998.

19. What definition of public relations belongs to Sam Black, Professor Emeritus, former president of the International PR Association?

a) "PR is a management function that evaluates the attitude of the public, brings the policies and actions of a person or organization in line with the interests of the public, plans and implements an action program in order to gain the understanding of the public and be accepted by it";

b) "Public Relations is the art and science of achieving harmony through mutual understanding based on truth and full awareness";

c) "The practice of Public Relations is an art and social science that allows analyzing trends, predicting their consequences, advising the management of organizations and implementing pre—planned action programs that serve the interests of both organizations and the public."

20. Specify the priority areas of public relations that need to be implemented in marketing:

- a) formation of public opinion;
- b) establishment of effective communications with representatives of various business circles of the public, state authorities, financial institutions;
- c) development of effective mechanisms of interaction with media institutions — the press, radio, television;
- d) rental relations;
- e) international relations.

21. For consumers, e-business brings certain benefits. Choose from the following:

- a) round-the-clock service at any time convenient for the consumer without breaks and weekends;
- b) expanding the choice of products, suppliers, price, quality and other parameters;
- c) the ability to work from home, make purchases from home can reduce traffic flows and related problems;
- d) the possibility of obtaining detailed and timely information;
- e) the ability to compare offers and exchange information with other consumers.

## Test 2

1. Advertising is:

- A) a system of incentive measures and techniques, usually of a short-term nature and aimed at encouraging the purchase or sale of goods;
- B) an oral presentation of the product during a conversation with one or more potential buyers for the purpose of selling the product or service;
- C) information disseminated in any form by any means about an individual or legal entity, goods, ideas and undertakings, which is intended for an indefinite circle of persons and is designed to form or maintain interest in them;

D) the operational process of delivering the necessary information about the product.

2. The main objectives of advertising include:

- A) prestigious, commercial and non-commercial;
- B) informative, commercial and non-commercial;
- C) stimulating, prestigious and commercial;
- D) informative, psychological and prestigious.

3. What types of trade are advertised as direct marketing:

- A) catalog trading;
- B) through the warehouses of the distribution company;
- C) sale through vending machines;
- D) telephone sales;
- E) stock trading.

4. A marketing activity tool aimed at accelerating commodity exchange between producers, sellers and consumers

- A) PR;
- B) image advertising;
- C) social advertising;
- D) direct marketing;
- E) product advertising.

5. Advertising distributor is a legal or natural person who carries out the placement and (or) distribution of advertising information:

- A) by paying (financing) the services of the appropriate means of distributing advertising information;
- B) in the means of advertising distribution determined by the advertiser;
- C) by providing and (or) using property (technical means of radio, television broadcasting, communication channels, airtime, etc.);
- D) by selling and (or) putting into temporary use of property (technical means of radio, television broadcasting, communication channels, airtime, etc.).

6. The target impact group (target audience) is:

- A) the totality of advertising agency employees involved in the delivery and planning of an advertising campaign;
- B) actual and potential consumers of advertising products;
- C) the category of persons to whom advertising information in its various forms is primarily directed;
- D) actual and potential buyers of the advertised product.



7. Advertising designed to create a favorable image of a product or company in the minds of a wide range of people:

- A) in-house advertising;
- B) commercial and retail advertising;
- C) stability advertising;
- D) image advertising;
- E) brand advertising.

8. An advertising campaign is:

- A) a company professionally engaged in advertising activities;
- B) the process of promoting advertising information from the advertiser to the advertiser, mediated by the participation of an advertising agency and advertising distribution media;
- C) a systematic process of producing advertising materials and conducting promotional events;
- D) a set of promotional activities developed in accordance with the marketing program, united by one goal and aimed at any market segment.

9. An advertising campaign is called targeted if:

- A) it pursues the goal of constantly increasing the intensity of the advertising impact;
- B) the advertiser uses only one specific type of advertising activity;
- C) it is aimed at a certain group of target impact;
- D) as a result of its implementation, the task of significantly increasing sales can be realized

22. Advertising at exhibitions. Goals and objectives of participation in exhibitions.

23. Planning and organization of an advertising campaign.

24. Advertising at the point of sale as an important sales promotion tool.

25. Advertising budget planning: factors, methods.

26. Methods and techniques for evaluating the effectiveness of advertising.

27. Outdoor advertising. Requirements for outdoor advertising placement.

28. Advertising agencies and their structure.

29. Social and political advertising.

30. The concept of "public relations" and its components.

### **7.3.2. Interim certification**

(formation of competence of the OPC-7, indicators of the OPC-7.1, OPC-7.2)

### **Exam questions**

1. The formation of the advertising market: the main stages of the evolution of advertising and their characteristics.
2. Development of the domestic advertising market in the Soviet period.
3. The current state of the advertising market in Russia: trends, features.
4. The essence and content of advertising activities.

5. Participants of the advertising process and their functions.
6. Goals and functions of advertising.
7. Classification of means, forms and methods of advertising. Types of advertising.
8. Features of advertising of industrial goods and consumer goods.
9. The promotion mix complex: the main elements and their connection with the vital the product cycle.
10. Demassification of consumer demand and its reflection in advertising.
11. Audience of advertising impact: core and reference groups.
12. Modern approaches to audience segmentation. Profiling and aggregation of advertising impact audiences.
13. The concepts of "traditional" and "modern" advertising. Principles of implementation of integrated marketing communications.
14. Dialog and monologue modes of advertising information. Advantages and disadvantages. Features of the choice of advertising tools.
15. ATL technologies in advertising: basic forms and types, features. Advertising capacity of media carriers.
16. BTL technologies in advertising: the main forms and types, features of use.
17. Advertising technologies in sales promotion: levels and methods.
18. PR in the marketing communications system.
19. Methods of direct marketing in advertising.
20. Advertising argumentation and the theory of a unique selling offer (SCP).
21. The concept of a market "niche" and the application of positioning theory in advertising.
22. The form and content of advertising products, the factors determining them.
23. Features of advertising creativity. Visual and verbal components, the structure and features of the advertising appeal. The concept of "vampirism".
24. Features and possibilities of perception of advertising information by the consumer. Methods of advertising influence.
25. Corporate identity in advertising: the concept, the main elements and their features.
26. Trademark: concept and functions, types of trademarks.
27. Packaging as an integrating element of corporate identity: concept, functions, types of packaging.
28. Product placement as an advertising technology: the concept, types and forms of placements.
29. Features of the development of product placement technology in Russia.
30. Advertising campaign: types and main stages of development.
31. Methods of forming the budget of an advertising campaign.
32. Principles of integrated marketing communications.
33. Creative component in the development of an advertising campaign. The concept of an advertising idea.
34. Regulation of advertising activities: methods, levels, features of the application of regulatory norms.
35. The role of public organizations in the regulation of the advertising market. Russian public organizations and their functions.
36. The main provisions of the Law of the Russian Federation "On Advertising". Amendments to the Law "On Advertising".