

**PJSC "Higher Education Institution" INTERREGIONAL ACADEMY OF  
PERSONNEL MANAGEMENT"**

**Danube branch**



**SYLLABUS**

*of the academic discipline (selective)*

**MANAGEMENT OF ADVERTISING ACTIVITIES AND MEDIA  
PLANNING**

Specialty                      **D3 Management**

Educational level:        **First (bachelor's) level**

Educational program:    **Management**

## General information about the academic discipline

Name of the discipline	<b>Management of advertising activities and media planning</b>
Code and name of specialty	<b>D3 Management</b>
Level of higher education	First (bachelor's) level
Discipline status	Selective
Number of credits and hours	<b>3 credits / 90 hours.</b> Lectures: 20 Seminars/practical classes: 14 Students' independent work : 56
Terms of study of the discipline	5 semester
Language of instruction	Ukrainian
Type of final control	Pass/fail (credit)

## General information about the teacher. Contact information.

<b>Lyubov Sergeevna Lutfalieva</b>	
Academic degree	None
Position	Lecturer of Economic Disciplines
Areas of scientific research	Enterprise performance management, innovation and marketing management, optimization of business processes in retail (category management), as well as problems of sustainable development and economic security of business
Links to the registers of identifiers for scientists	ORCID: <a href="https://orcid.org/0000-0003-3892-3823">https://orcid.org/0000-0003-3892-3823</a>
Contact information:	
E-mail:	<a href="mailto:menedzmentuk@gmail.com">menedzmentuk@gmail.com</a>
Contact phone number	+380677445957
Instructor's portfolio on the website	<a href="https://izmail.maup.com.ua/assets/files/lyutfalieva-portfolio-a.pdf">https://izmail.maup.com.ua/assets/files/lyutfalieva-portfolio-a.pdf</a>

### Discipline's description.

The discipline "Management of Advertising Activities and Media Planning" is an applied educational component that forms a systematic vision of marketing communications processes in future managers. In the context of the digitalization of the economy, the course focuses not only on the creation of an advertising product, but also on the mathematical accuracy of its delivery to the consumer. The discipline covers the full cycle of advertising management: from the development of a communication strategy and a creative brief to media planning, budgeting and calculating the return on investment (ROMI). Particular attention is paid to modern digital tools and legal regulation of the advertising market of Ukraine.

**The subject of the discipline** is a set of managerial decisions, processes and methods related to planning, organization, control and evaluation of the effectiveness of advertising activities of an enterprise in a competitive environment

**The aim of the discipline** is to form students' professional competencies in the development of effective advertising campaigns, rational distribution of advertising budgets and management of interaction with advertising agencies and media channels.

**The objectives of the discipline** provide for a comprehensive mastery of the tools of strategic planning of advertising communications and the study of the regulatory framework that regulates the advertising market of Ukraine, in particular the laws on advertising and media. The course is aimed at acquiring practical skills in drawing up media plans, calculating key media indicators (Reach, Frequency, GRP, CPP) and forming advertising budgets by various methods. cost-effectiveness of advertising campaigns, as well as understanding the specifics of advertising management in the digital environment and social networks.

As a result of studying the selective educational component " Management of advertising activities and media planning ", applicants must:

**Know:**

- the structure of the advertising market and the functions of its main participants;
- legal restrictions and ethical standards of advertising activities;
- stages of developing an advertising campaign and the structure of a creative brief;
- main media indicators and methods of their calculation for different communication channels;
- pricing models in online advertising (CPC, CPA, CPM) and ROI estimation techniques..

**Be able to:**

- formulate the goals of the advertising campaign and choose relevant communication channels;
- develop a media plan and schedule for advertising placement, taking into account budget constraints;
- draw up terms of reference (briefs) for contractors (designers, copywriters, agencies);
- analyze the effectiveness of advertising costs and conduct post-campaign analysis;
- use modern digital tools to monitor competitors' advertising activity.

**Prerequisites for the discipline.** The discipline is taught in the fourth semester and is based on the foundation of knowledge formed during the study of the courses "Economic Theory", "Microeconomics" and "Macroeconomics" (1-3 semesters), which provide an understanding of the market environment. Critically important is the connection with the disciplines taught in parallel in the same semester: "Marketing" (which forms the general concept of promotion), "Enterprise Economics" (necessary to understand budgeting) and "Digital Technologies in Management" (which gives tools for working with digital

advertising). The course also relies on knowledge of "Statistics" (3rd semester) for media calculations.

**Post-requisites for the discipline.** The acquired professional competencies serve as the basis for mastering the disciplines of the fifth semester, in particular "Business Planning and Startup Creation" (where students develop a marketing plan for starting a new business) and "Foreign Economic Activity Management" (to understand international advertising strategies). In the future, knowledge of methods for evaluating the effectiveness of advertising is used in the courses "Business Analytics" (6th semester) and "Strategic Enterprise Management" (8th semester), and is also necessary for implementation Bachelor's qualification work.

### Content of the academic discipline

№	Topic name	Teaching Methods/Assessment Methods
Topic 1	The essence and ecosystem of advertising management	<b>Teaching methods:</b> <ul style="list-style-type: none"> <li>– Visualization lectures (analysis of real advertising campaigns and video keys);</li> <li>– Workshops (practical classes on calculating media indicators and budgeting);</li> <li>– Case Study (analysis of strategies of well-known brands);</li> <li>– Project work (team development of an advertising project based on a real brief).</li> </ul> <b>Assessment methods</b> <ul style="list-style-type: none"> <li>– Current control: express testing, verification of calculation tasks (media planning).</li> <li>– Creative tasks: defense of a creative brief, presentation of a media plan and communication strategy.</li> <li>– Modular control: written MCR.</li> <li>– Final control: test (test).</li> </ul>
Topic 2	Strategic planning of an advertising campaign	
Topic 3	Creative management and interaction with contractors	
Topic 4	Budgeting of advertising activity	
Topic 5	Legal and ethical regulation	
Topic 6	Basics of media planning. Key Media Metrics	
Topic 7	Specifics of planning in offline media	
Topic 8	Digital Advertising: Tools and Payment Models	
Topic 9	SMM and Influencer Marketing	
Topic 10	Evaluation of the effectiveness of the advertising campaign	
<b>Module Assessment Task</b>		
<b>Final assessment: pass/fail (credit)</b>		

### Technical Equipment and Software.

The discipline is taught in specialized classrooms using multimedia tools (projector, computer) for visual presentation of the material. Students have access to professional literature in the library, as well as to the Internet via Wi-Fi to work with digital tools and databases

### Forms and methods of assessment.

The system of assessment of learning outcomes consists of current and final (semester) control. Current control is carried out systematically at seminars and practical classes. Its purpose is to test theoretical knowledge and practical skills, in particular, the ability to diagnose, forecast and use specialized software for data modeling and analysis.

*The forms of assessment include:*

- oral types of work: speeches, presentations of analytical research, defense of cases, participation in professional discussions and brainstorming;
- written types of work: performing tests, control tasks, preparing analytical notes and abstracts.

**Methods of ongoing assessment** combine oral surveys, verification of calculation tasks and reports, as well as monitoring the activity of applicants in solving problem situations.

### Grading system and requirements.

Table of distribution of points received by students\*

Topics	Ongoing knowledge assessment						Final control		Total points
	Seminar 1 (Topic 1,2)	Seminar 2 (Topic 3,4)	Seminar 3 (Topic 5)	Seminar 4 (Topic 6,7)	Seminar 5 (Topic 8,9)	Seminar 6 (Topic 10)	Module assessment task	Pass /Fail	
Work in a seminar class	6	6	6	6	6	6	20	20*	100
Independent work	4	4	4	4	4	4			

\*The table contains information about the maximum points for each type of academic work of a higher education applicant.

### Assessment Criteria and Procedure

Assessment of educational achievements of higher education applicants is carried out in accordance with the current "Regulations on Assessment of Students' Knowledge" in a higher education institution. The assessment system is cumulative, transparent and takes into account all types of student learning activities during the semester.

**Modular Assessment.** Modular Assessment (MA) is carried out at the final lesson of the content block in the form of a written modular control work (MCR). The purpose of the ICR is a comprehensive check of the level of assimilation of theoretical material and the ability to apply it in practice.

When evaluating a unit test, the volume, accuracy, reasoning of answers and the correctness of practical tasks are taken into account. The maximum score for the modular test is 20 points.

ICR rating scale:

- The grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of the amount of work). The student demonstrates deep knowledge of theory and a creative approach to solving practical problems. (Rating points: 18-20 points)
- A grade of "good" (B) is given for completing 80-89% of all tasks. The student has a good command of the material, but makes minor inaccuracies in wording or calculations. (Rating points: 16-17 points).

- A grade of "good" (C) is given for completing 70–79% of all tasks. The student knows the main material, but has difficulty justifying decisions or makes mechanical errors. (Rating points: 14-15 points).
- A grade of "satisfactory" (D) is given for the correct completion of 60-69% of the proposed tasks. The student is guided by basic concepts, but the answers are superficial. (Rating points: 12-13 points).
- A grade of "satisfactory" (E) is given if 50–59% of the proposed tasks are completed correctly. This is the minimum level sufficient for the module to be enrolled. (Rating points: 10-11 points).
- An "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed. The module is not credited, re-study of the material is required. (Rating points: less than 10 points).
- Failure to appear for a unit test without a valid reason is estimated at 0 points.

### **Assessment of independent work (Maximum — 4 points)**

The total number of points received by a student for independent work is an important component of academic success in the discipline. Independent work is aimed at deepening knowledge on topics submitted for independent study, and developing skills in searching and analyzing information.

Independent work on each topic, in accordance with the course work program, is evaluated in the range from 0 to 4 points using standardized criteria:

- 4 points ("Excellent"): The task was completed in full, on time, a creative approach, a deep analysis of sources and the ability to draw reasonable conclusions were demonstrated.
- 3 points ("Good"): The task was completed correctly, but there are minor comments on the design or completeness of the disclosure of individual issues.
- 2 points ("Satisfactory"): The task is partially completed, there are significant errors, the material is presented superficially or the deadlines for delivery are violated.
- 0–1 point ("Unsatisfactory"): The assignment was not completed, completed incorrectly, or there are signs of academic plagiarism.

### **Scale for evaluating the performance of independent work (individual tasks)**

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
4	4	3	2	0-1

### *Evaluation of Additional (Individual) Educational Activities*

To stimulate the scientific and creative activity of students, the accrual of incentive (bonus) points is provided. Additional (individual) types of educational activities include activities performed in excess of the scope of tasks established by the work program of the discipline, in particular:

- participation in scientific conferences, round tables and seminars;

- active participation in the activities of scientific circles and problem groups of the department;
- preparation of scientific publications (abstracts of reports, articles);
- participation in All-Ukrainian and International Olympiads and competitions of scientific works.

*Procedure for accrual:* By the decision of the department, students who took an active part in research work and performed the above types of activities can be awarded additional points to the rating for the relevant educational component (within the total amount of 100 points).

In accordance with clause 2.9.11.2 of the Regulations on Assessment, in addition to performing the main types of work, students may be awarded additional incentive points for a high level of academic discipline and systematic work. The basis for accrual of such points is:

- attendance of all lectures, seminars and practical classes (absence of absences without a valid reason);
- availability of a complete handwritten synopsis of lectures;
- in-depth study of additional educational material;
- attending additional consultations with the participation of a teacher;
- timely performance and protection of all types of work provided for by the program. These points are added to the student's current rating and are a tool for motivating a responsible attitude to the educational process.

### **Final semester assessment Pass /Fail (Credit)**

The final semester assessment (credit) is a mandatory stage of completing the study of the discipline. It can take place in the form of accumulating points (automatically) or passing a written test.

The form of final control is a test in the form of a written test. The final grade is given based on the student's learning outcomes during the semester and consists of the sum of the points of the current control (seminars, independent work), modular control and incentive points.

#### *The procedure for forming an assessment:*

Students who have completed all the necessary tasks (including the ICR) and scored a total of 60 points or higher receive a final grade in accordance with the number of points scored without additional testing ("automatically").

For students who have completed mandatory types of work, but received a sum of points below 60, as well as for those who want to improve their result (increase the rating score), the teacher conducts a final test in the form of a test during the last scheduled lesson.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used

#### **Summary assessment scale: national and ECTS**

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), internship	For pass/fail (credit)

90 – 100	A	excellent	pass
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactorily	fail unsatisfactory with the possibility of retaking
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of reassembly	
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	fail with mandatory re-study of the discipline

### **Discipline's Policy**

Successful mastering of the educational component "Management of Advertising Activities and Media Planning" requires high self-discipline and a responsible attitude to the educational process from students.

Prerequisites are regular attendance of lectures and practical classes, active participation in classroom work, as well as timely and high-quality performance of all types of independent and control tasks provided for by the program. In case of missing classes or obtaining unsatisfactory results, the student is obliged to liquidate academic debt by working out the relevant topics.

An integral part of education is strict adherence to the norms of academic ethics and culture of behavior. The educational process is based on the principles of academic integrity, which involves the exclusive independent performance of all written works, reports and presentations. Any borrowings of thoughts or texts of other authors should be accompanied by correct references to primary sources. Within the course of the course, any manifestations of academic dishonesty are unacceptable, including plagiarism, self-plagiarism, fabrication and falsification of data, cheating, deception, bribery or biased evaluation.

### **Recommended sources of information**

#### **Basic literature:**

1. On advertising: Law of Ukraine dated 03.07.1996 No. 270/96-VR. URL: <https://zakon.rada.gov.ua/laws/show/1023-12#Text>
2. About media: Law of Ukraine dated 13.12.2022 No. 2849-IX. URL: <https://zakon.rada.gov.ua/laws/show/2849-20#Text>
3. On the protection of consumer rights: Law of Ukraine of 12.05.1991 No. 1023-XII. URL: <https://zakon.rada.gov.ua/laws/show/1023-12#Text>.
4. On Protection from Unfair Competition: Law of Ukraine dated 07.06.1996 No. 236/96-VR. URL: <https://zakon.rada.gov.ua/laws/show/1023-12#Text>
5. Typical rules for outdoor advertising placement: Resolution of the Cabinet of Ministers of Ukraine dated 29.12.2003 No. 2067. URL: <https://zakon.rada.gov.ua/laws/show/2067-2003-%D0%BF#Text>
6. Ivashchenko V.L. I-24 Modern Media Communication Technologies: Textbook. Kyiv: Rozumnyky Publishing House, 2021. 192 p..
7. Advertising management. lecture notes for students of specialty 075 "Marketing" of full-time and part-time forms of study/ Compiled by O.P. Burlitska. – Ternopil, Ivan Pulyuy TNTU, 2021. – 90 p..
8. Teletov O.S. Advertising Management. Textbook University Book 2023 365 p.

### **Additional literature:**

1. Boyko O., Morokhova V. Functional spheres of advertising management of enterprises. Economic Forum. 2022. № 3. DOI: 10.36910/6775-2308-8559-2022-3-5.
2. Zayats O. I., Mytsyk S. P. Ways of Optimization of Brand Management of Transnational Corporations (on the Example of McDonald's and Starbucks). Scientific Bulletin of Uzhhorod National University. Series: International Economic Relations and World Economy. 2024. Vol. 53. DOI: <https://doi.org/10.32782/2413-9971/2024-53-4>.
3. Kokoreva O. V., Naboka R. M., Voskresenska O. E. Advertising activity as a means of increasing the level of competitiveness of enterprises. Bulletin of the Kherson National Technical University. 2023. № 3 (86). Pp. 143–148. DOI: <https://doi.org/10.35546/kntu2078-4481.2023.3.18>.
4. Kudyrko L., Ratushnyi B. Brand management of companies in the global competitive environment. Economic space. 2024. № 190. Pp. 280–286. DOI: <https://doi.org/10.32782/2224-6282/190-51>.
5. Lyshenko M. Brand Management as a Tool of Marketing Activity of Enterprises. Economics and Society. 2023. № 48. DOI: <https://doi.org/10.32782/2524-0072/2023-48-80>.
6. Media Planning: Lecture Notes / compiled by M. O. Ohirko. Chernivtsi: Yuriy Fedkovich ChNU, 2024. 109 p. URL: <https://surl.lt/mxefjc>.
7. Media planning as a necessary condition for increasing the efficiency of digital marketing activities of business structures / O. Zgurska et al. Financial and Credit Activity: Problems of Theory and Practice. 2024. Vol. 1, No. 54. Pp. 578–590. DOI: <https://doi.org/10.55643/fcaptp.1.54.2024.4271>.
8. Shcherbina O., Adamiv A. Problems of Optimization of Planning of Advertising Communications of the Enterprise. Entrepreneurship and Innovations. 2018. № 6. Pp. 48–52. URL: <http://www.ei-journal.in.ua/index.php/journal/article/view/145>.

### **Information resources:**

1. All-Ukrainian Advertising Coalition (VRK) : official. website. URL: <https://vrk.org.ua>.
2. IAB Ukraine (Interactive Advertising Bureau) : official website of the Bureau of Interactive Advertising. URL: <https://iab.com.ua>.
3. Effie Awards Ukraine: official. website of the Marketing Effectiveness Award. URL: <https://effie.org.ua>.
4. Kantar Ukraine: website of the research company (media measurement, consumer panel). URL: <https://www.kantar.com/ua>.
5. SimilarWeb: A platform for analyzing competitors' web traffic. URL: <https://www.similarweb.com>.
6. Gemius: International Internet Audience Research Company. URL: <https://www.gemius.com>.