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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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**OPERATIONAL PROGRAM OF THE DISCIPLINE
Current Problems of Management in the Field of Advertising and Public Rela**

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 "Current Problems of Management in the Field of Advertising and Public Rela " 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 "Current Problems of Management in the Field of Advertising and Public Rela " is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it on the basis of self-assessment	<p>IUC-6.1. Evaluates its resources and their limits (personal, situational, temporary), optimally uses them for the successful completion of the assigned task.</p> <p>IUC-6.2. Determines the priorities of professional growth and ways to improve their own activities based on self-assessment according to the selected criteria.</p> <p>IUC-6.3. Builds his own professional trajectory using the tools of continuing education, taking into account the accumulated experience of professional activity and dynamically changing requirements of the labor market.</p>

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:

- Media Planning

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

- Marketing research;
- 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	
			1	-
1.	Classroom classes	28	28	-
	including:			
1.1	Lectures	14	14	-
1.2	Seminars/practical classes	14	14	-
1.3	Laboratory classes	-	-	-
2.	Independent work	116	116	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	33	33	-
2.3	Independent task solving	33	33	-
	Intermediate certification			
	test/ dif. test/ exam		Экзамен	-
	Total	144	144	-

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. Features of business reputation	16	2	2	-	-	12
2.	Topic 2. The media planner's professionogram.	16	2	2	-	-	12
3.	Topic 3. The main stages of Current Problems of Management in the Field of Advertising and Public Rela	16	2	2	-	-	12
4.	Topic 4. The main quantitative characteristics of the media plan: calculation of indicators and their application in advertising practice	16	2	2	-	-	12
5.	Topic 5. Current Problems of Management in the Field of Advertising and Public Rela software	16	2	2	-	-	12

6.	Topic 6. Principles selection of media carriers.	16	1	1	-	-	12
7.	Topic 7. Characteristics and features of the main placement channels: about Press about TV about Radio about Internet about Outdoor Advertising	16	1	1	-	-	12
8.	Topic 8. Effectiveness of the conducted advertising campaign in Current Problems of Management in the Field of Advertising and Public Rela	32	2	2	-	-	24
Итого		144	14	14	-	-	116

3.3 Content of the discipline

Topic I. Conceptual foundations of reputation management Lecture 1.

Image and reputation: correlation of concepts (2 hours)

1. Definition of the concepts "image" and "reputation". The main conceptual approaches to the correlation of concepts. The relevance of reputation management in modern conditions.
2. Corporate reputation, reputation status, reputation capital. The pyramid of G. Dowling's reputation.
3. Myth-making and reputation.
4. Social responsibility of business. Charity and patronage.

Lecture 2. Technologies and methods of corporate image and reputation formation

1. The structure of the corporate image and the stages of formation. Reputation parameters. Goodwill.
 2. The choice of technologies and strategies for the formation of corporate image and reputation.
 3. Factors of formation of a positive reputation.
 4. The company's philosophy. Company reputation and branding.
 5. Reputation and publicity. The process of creating publicity.
 6. Master plan for the formation of a positive image.
 7. Development of a plan of reputational measures.
- Section II. Reputation management.

Lecture 3. The concept and essence of reputation management

1. Reputation management as a set of strategic measures, aimed at the formation, maintenance and protection of the company's reputation.
2. The structure and components of reputation management.

Lecture 4. The concept and essence of reputational PR

1. The concept and essence of reputational PR as a means of increasing the tangible and intangible assets of the organization.
 2. The structure of the reputation PR model. Features of the formation of organizational PR in various sectors of the economy.
 2. Tools and methods of reputational PR: advertising, types of PR ("black", "white", "pink"), media, lobbying and other methods.
- Lecture 5. Principles and technologies of reputation management (2 hours)

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1. Reputation management in the system of image, advertising and brand management of the organization.
 2. Principles of reputation management.
 3. Reputation management technologies. 4. Stages of reputation management.
- Section III. Reputation audit (methods of reputation research)

Lecture 6. Technologies of monitoring, evaluation and reputation management

1. Reputation audit in the marketing policy of the company.
2. Methodology of reputational audit (methods of G.Dowling, I. Oleynika and A.Lapshova, L.Salnikova, desk analysis of documents, expert interview). Methods of conducting a reputation audit.
3. Factors determining the level of reputation: emotional characteristics of the company / brand, assessment of leaders and leadership of the company; financial viability, social responsibility, products and services, employer company, innovation.
4. Corporate reputation ratings. Criteria for assessing reputation in reputation ratings. Press ratings.

Lecture 7. Methods of assessing the reputational characteristics of a company

1. The parameters and characteristics of reputation, the structure of reputation assessment, the use of economic, statistical and sociological methods for the study and evaluation of reputation parameters.
 2. External and internal factors of reputation formation. Public opinion and reputation. Target groups are participants in the formation of the company's reputation.
 3. Corporate environment as a source of reputation formation. The relationship of the corporate environment and corporate principles with the reputation of the company. The balance of external and internal corporate factors in the formation of a positive reputation of the company.
 4. Global reputation ratings. The consumer as an expert in evaluating the quality of products and evaluating brands. The role of expert group surveys in the reputation assessment. The most common research methods in reputational PR.
- Section IV. Marketing strategies and reputation management technologies

Lecture 8. Marketing strategies of reputation formation

1. The increasing role of the IMC in modern conditions of the formation of the reputation of enterprises and individuals.
2. The structure of research in the framework of integrated marketing communications: analysis of the company's management positions: analysis of the purpose, mission of the company's structures; analysis of the company's position in the market; analysis of the behavior of target groups of consumers.
3. The communication component of reputation. The influence of BMI on the formation of reputation.
4. Advertising and brand in the formation of reputation.
5. Positioning in the structure of reputation formation. Competitive repositioning. Positioning games..

3.4. Topics of seminars/practical and laboratory classes

3.4.1 Seminars/practical classes

Practical classes are conducted according to the following algorithm:

A) listening to the speeches of students on the issues of the lesson.

Forms of presentations: reports, reports with presentations.

B) discussion on the main provisions of the topic in order to consolidate the material.

C) presentations based on the results of homework. Assignments

involving marketing research are given to a group of students

(at least 3 people). Defense - in the form of a report with a presentation (no more than 15 minutes).

Practical classes are held in a discussion form. using

The methods of active and interactive learning are conducted using

the method of collective discussion of solutions to the same

practical tasks by undergraduates.

Image and reputation: correlation of concepts (2 hours) – conducting

classes using the method of collective discussion

of solutions to the same practical tasks.

Questions for discussion:

1. Definition of the concepts of "image" and "reputation". The main

conceptual approaches to the correlation of concepts. Relevance of reputation management management in modern conditions.

2. Corporate reputation, reputation status, reputation capital.

3. The pyramid of G. Dowling's reputation.

4. Myth-making and reputation.

5. Social responsibility of business. Charity and patronage.

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 Buzin V. N. Current Problems of Management in the Field of Advertising and Public Relations. Theory and practice [Electronic resource] : textbook. a manual for university students studying in the specialties 'Advertising', 'Marketing', 'Psychology', 'Sociology', 'Journalism' / V. N. Buzin, T. S. Buzina. - M. : UNITY-DANA, 2022. - 495 p. -

Ushanov, P. V. Advertising in a television program [Electronic resource] : textbook. manual / P.

V. Ushanov. - 2nd ed., ster. - M.: FLINT, 2022. - 51 p. - Mode
доступа

Dmitrieva L. M. Philosophy of advertising activity: Textbook / L.M.Dmitrieva, D.K.Krasnoyarova, N.A.Anashkina; Omsk State Technical University. - M: Master:SIC INFRA-M,2023 -256c.: 60x88 1/16. - (Master's degree). (o) ISBN 978-5-9776-0281-5, 500 copies. Access mode:

Kuznetsov, P. A. Modern technologies of commercial advertising: A practical guide [Electronic resource] / P. A. Kuznetsov. ? M.: Publishing and Trading Corporation 'Dashkov and K-', 2020. ? 296 p. - ISBN 978-5-394-01068-2 -

4.3 Additional literature

Blum M. A. Advertising Marketing: A Textbook / M.A. Blum, B.I. Gerasimov, N.V. Molotkova.

- 2nd ed. - Moscow: Forum: SIC INFRA-M, 2020. - 144 p.: 60x90 1/16. - (Vocational education). (cover) ISBN 978-5-91134-956-1, 300 copies.

Lebedeva, L. V. Psychology of advertising [Electronic resource] : textbook. manual for universities / L. V.

Lebedeva. - M.: FLINT, 2021. - 126 p. - ISBN 978-5-9765-1642-7

Mandel, B. R. Psychology of advertising: history, problems [Electronic resource] : textbook. manual / B. R. Mandel. - Moscow: FLINT, 2022. - 272 p. - ISBN 978-5-9765-1633-5.

Timofeev M. I. Psychology of advertising: A textbook / M.I. Timofeev. - 2nd ed. - M.: ICRIOR: SIC INFRA-M, 2020. - 224 p.: 70x100 1/32. - (HPE: Bachelor's degree). (cover, karmic
format) ISBN 978-5-369-01373-1, 300 copies.

Tombu Dina Voldemarovna. Sociology of advertising activity: A textbook. Moscow Publishing House "FORUM" Moscow LLC "Scientific and Publishing Center INFRA-M", 2019.

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 Current Problems of Management in the Field 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 " Current Problems of Management in the Field of Advertising and Public Relations "

The teaching of theoretical (lecture) material on the discipline " Current Problems of Management in the Field 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 " Current Problems of Management in the Field 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 " Current Problems of Management in the Field 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 "Current Problems of Management in the Field of Advertising and Public Rela " 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 "Current Problems of Management in the Field of Advertising and Public Rela ". 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 "Current Problems of Management in the Field of Advertising and Public Rela " takes place in the form of an exam. An approximate list of questions for the exam in the discipline "Current Problems of Management in the Field of Advertising and Public Rela " 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
UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it on the basis of self-assessment	IUC-6.1. Evaluates its resources and their limits (personal, situational, temporary), optimally uses them for the successful completion of the assigned task. IUC-6.2. Determines the priorities of professional growth and ways to improve their own activities based on self-assessment according to the selected criteria.

7.2 Шкала и критерии оценивания результатов обучения

7.2.1. Criteria for evaluating the answer to the exam

(formation of competence of the UC-6, indicators of the UC-6.1, UC-6.2)

"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 UC-6, indicators of the UC-6.1, UC-6.2)

"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 UC-6, indicators of the UC-6.1, UC-6.2)

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 UC-6, indicators of the UC-6.1, UC-6.2)

Examples of tasks to solve in practical classes:

Tasks for mandatory execution:

Practical tasks:

1. Analyze the activities of a well-known large company in your region . Can this company be classified as a socially responsible business? Justify your answer.
2. Give examples of sponsorship policy applied by Russian business.
3. Analyze the materials of the business newspaper files ("ZolotoyRog", "Kommersant" and others of your choice) for one month. Describe examples of business social responsibility .
4. Observe the work of the service personnel of the company, which has a promoted logo, fame in the city. Analyze your impressions. Does what you see confirm or destroy the existing image? Justify the answer.

Lesson 2. Technologies and methods of corporate image and reputation formation (2 hours) – conducting classes using the method of collective discussion of solutions to the same practical tasks.

Questions for discussion:

8. The structure of the corporate image and the stages of formation. Reputation parameters. Goodwill.

9. The choice of technologies and strategies for the formation of corporate image and reputation.

10. Factors of formation of a positive reputation.

11. The philosophy of the enterprise. The company's reputation and branding.

12. Reputation and publicity. The process of creating publicity.

13. Master plan for the formation of a positive image.

14. Development of a plan of reputational measures.

The tools of imageology in reputation management.

Practical tasks:

1. Formulate the mission of any organization in the region. Develop a mission statement.

2. Define and value the corporate philosophy. What should be taken into account when developing a philosophy? Formulate a philosophy any enterprise of your choice. Explain the role of the story-legend in the structure
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image and reputation.

3. Make a program for the formation of the external image of a particular company of your choice.

4. Prepare a program "Improving the corporate culture of the organization" taking into account all the components of the program (goal, objectives, a detailed action plan for the implementation of goals and objectives, which specifies

deadlines,

responsibilities, projected results, financing of activities).

5. Attend the presentation of a company. Try to evaluate

the degree of its effectiveness for promoting the company's image. Justify the conclusions. Develop recommendations.

Practical tasks:

1. Prove by real examples that reputation management, if performed well, can bring substantial profits to the company (increase sales, attract competent employees and desirable business partners), and if it is bad, destroy the property of shareholders (it is an obstacle to selling, hiring promising personnel and attracting partners).

2. Give examples of a unified, logically sound and consistent approach to the formation of the company's reputation at all levels.

1. Develop a model of a reputation PR program for enterprises in various sectors of the economy.

2. Develop a set of reputation PR tools for the company where you worked or had an internship. Justify the choice of tools and methods.

3. An important form of reputation formation by advertising and PR methods is a message. A message can be made using various means

of communication: a public speech, a newspaper article, a press release, a radio report, a television speech, interpersonal communication ("face to face").

What role do the following words play in each of the cases when forming a message:; facial expression ; demeanor ; resourcefulness ; presence of an iconic personality .

Examples of test tasks:**Test 1**

1. What did G. Dowling mean by the definition:..... -
this is the sum of intangible assets, external and internal characteristics
of the subject, which increase shareholder value, and are part of its
market value."
2. What is the wrong answer: A positive business reputation: A) has
material benefits;
B) has no material benefits; C) has non-material benefits.
3. What does not apply to the strategic advantages of the company
associated with a high level of reputation capital:
 - a) increasing the competitive advantages of the company in a crisis
trust in business, especially in the financial and banking spheres;
 - b) the ability to actively monitor and manage
the risks facing the company;
 - c) balance of financial and social imperatives of activities
that contribute to the long-term success of doing business;
 - d) the possibility of direct influence on the legislative regulation
of 51
of its activities in its industry.
4. Reputation capital is formed when:
 - A) interaction with the external environment
of the organization; B) interaction with
the internal environment of the organization; C)
integrated interaction.
5. What methods includes a qualitative approach to assessing
the reputation of the organization
6. What is the third area of work on
the reputation management of the organization should be called:
 - A) formation
of reputation; B)
maintenance
of reputation; C)
.....
.....
7. The emotional category of perception of the organization
includes: A) reputation;
B) image
8. Reputation capital is formed
by technology: A) advertising;
B) PR;
C) IMC.

9. Which thesis is correct:

A) the image is formed first, after – the reputation; B) the reputation is formed first, after - the image.

10. The concept of corporate social responsibilities: A) closer to the concept of image organization

B) closer to the concept of the reputation of the organization; C) independent characteristic organization strategies.

11. What provision does not apply to the assessment of reputation: A) reputation is positive;

B) reputation can be negative; C) reputation can be neutral.

12. According to G. Dowling, which of the selected target audience groups does not belong to those involved in creating the reputation of the enterprise:

A) regulatory groups; B) functional groups; C) diffuse groups; D) indifferent groups; E) consumers.

13. The expression "The big and the rich are trusted more" refers to: A) image; B) to reputation.

14. The concept of "image" or "reputation" includes the following definition: . – this is the image of the company that is planned to be created in the minds of the target audience through communications.

15. Name one of the three interrelated factors of the success of the organization in the market: A) image; B) reputation C)

Test 2

1. What did the researchers of antiquity call the inscriptions scratched or inscribed on the walls with paints
 - A) graffiti
 - B) papyri
 - C) Sources
 - D) posters
 - E) ambulances

2. In which ancient countries was the advertisement engraved on copper and bone
 - A) Greece and Rome
 - (B) Greece and Egypt
 - C) Egypt and Mesopotamia
 - (D) Macedonia and Egypt
 - (E) Rome and Mesopotamia

3. The object of oral advertising of antiquity were:
 - A) slaves
 - B) carpets
 - C) Food products
 - D) building materials
 - E) general consumer goods

4. The purpose of advertising is:
 - A) convince potential buyers of the usefulness of the product and lead to the idea of the need to buy it
 - B) when addressing a potential consumer, resort to the imperative mood
 - C) whatever the method of persuading a potential buyer to purchase the product
 - D) force a potential buyer to buy the product
 - E) there is no correct answer

5. The most important means of dissemination of information and advertising in the ancient states of the world were:
 - A) glossed
 - B) sellers
 - C) consumers
 - (D) Public authorities
 - E) buyers

6. Which ancient city brought to us more than 1.5 thousand different advertisements, quite similar to modern advertising
 - A) Pompey
 - B) Rome
 - (C) Egypt
 - (D) Mesopotamia
 - (E) Greece

7. Where advertising writing was combined with samples of monumental inscriptions
 - A) in the East
 - (B) Asia
 - C) Europe
 - D) America

(E) Africa

8. What does advertising mean in Latin

- A) Shout loudly or notify
- B) Offer and buy
- C) Seller and buyer
- D) The consumer
- E) No response

9. In which countries did the first signs of advertising appear

- A) Ancient Greece and Rome
- B) Spain and Italy
- (C) China and Japan
- D) Great Britain and France
- E) No response

10. Discounts from the price, distribution of coupons, holding contests – these are techniques:

- A) sales promotion
- B) advertising
- C) Direct marketing
- D) public relations
- E) sales assistance

11. Advertising in the press includes

- A) Various advertising materials published in the periodical press
- B) Various raw materials
- C) Various building materials
- D) No response
- E) All answers are correct

12. Specify which advertising should be used at the stage of introducing a new product to the market:

- A) informative advertising
- B) exhortatory advertising
- C) Reminiscent advertising
- D) image
- (E) Regional

13. Advertising stands out by the width of the audience coverage:

- A) local, regional, national, international, global
- B) commercial, prestigious, advertising of ideas, personalities, territories
- C) informative, admonitory, reminding
- D) commercial, social, political
- E) Social, political, reminiscent

14. The customer of the advertisement is:

- A) advertiser
- B) advertising agency
- C) Media buyer
- D) the consumer

E) broker

15. Which of the participants of the advertising activity initiates the advertising process:

- A) advertiser
- B) the consumer
- C) means of advertising distribution
- D) advertising agency
- E) media buyer

16. The advertising process is:

- A) a set of phases of the movement of advertising information from the advertiser to the consumer
- B) the process of creating advertising products
- C) a set of promotional activities aimed at any market segment
- D) identification of the contingent of goods and services in need of advertising
- E) positioning of goods

17. The economic role of advertising is realized in the fact that it:

- A) supports competition, expands sales markets
- B) contributes to the growth of capital investments and the number of jobs
- C) promotes the dissemination of knowledge from various fields of human activity
- D) promotes the popularization of the product and increases demand
- E) holds the demand

18. The main task of exhortatory advertising is:

- A) persuading the buyer to purchase the advertised product
- B) formation of awareness and knowledge about the new product
- C) retention of information about the product in the memory of consumers.
- D) correct answers "a" and "c"
- E) correct answers "a" and "b"

19. Advertising representing public and state interests and aimed at achieving charitable goals is:

- A) social advertising
- B) business advertising
- C) image advertising
- D) political advertising.
- E) commercial advertising

20. Advertising in which there is false information is:

- A) false advertising
- B) unfair advertising
- C) unethical advertising
- D) commercial advertising
- E) genre advertising

21. Advertising that violates generally accepted norms of humanity and morality is:

- A) unethical advertising
- B) false advertising
- C) unfair advertising
- D) exhortatory advertising

- E) a reminder advertisement
22. After coding, the idea is not embodied:
- A) in mental images
 - B) in graphs
 - C) in phrases
 - D) all options are correct
 - E) No
23. The non-personal nature of advertising shows:
- A) appeal with one sentence to a wide consumer audience
 - B) identification of the advertiser's name
 - C) low image of the advertiser
 - D) unknown mailing address of the advertiser
 - E) anonymity of the person preparing the advertising appeal
24. The active application of the achievements of what science has brought the practice of modern advertising to a new level
- A) psychology
 - B) mathematics
 - C) Medicine
 - D) biology
 - E) Stories
25. The economic basis of advertising activity is:
- A) the level of economic development of production
 - B) the advertiser's need to sell the product
 - C) commodity market
 - D) development of banking
 - E) non-commercial activities
26. With the advent of what begins a qualitative leap in the development of advertising
- A) book printing
 - B) the alphabet
 - C) educational institutions
 - D) papyrus
 - E) ancient authors
27. For what purpose did the ancient artisans put a special stamp on their products
- A) took care of their reputation and advertising
 - B) in order to distinguish their products from the products of other artisans
 - C) thus attracted the attention of buyers
 - D) created a kind of "brand" for their product
 - E) there is no correct answer
28. What are special holographic films
- A) transparent, sunlight-permeable, and work in daylight;
 - B) project an image or video from one projector to both sides;
 - C) are pasted on glass showcases;
 - D) a cut film applied to transparent acrylic when projecting videos or slide shows onto it;
 - E) all options are not correct.

29. What were the names of advertisements placed on specially built wall walls
- A) ambulances
 - B) advertising signs
 - C) graffiti
 - D) papyri
 - E) posters
30. The social sphere of advertising activity includes:
- A) Economy
 - B) Repair
 - C) Medicine
 - D) Tourism
 - (E) Education
31. The social sphere of advertising activity includes:
- A) Household services
 - B) Production
 - C) Marriage announcement
 - D) The press
 - E) No response
32. What features of bona fide advertising should be inherent in commercial advertising
- A) All answers are correct
 - B) Truthfulness
 - C) Specificity
 - (D) Focus
 - (E) Humanity
33. Truthfulness is:
- A) A trait obliging the organizer of the advertising event to provide information about the goods
 - B) Expressed in convincing arguments and numerical data
 - C) Based on the latest achievements of various sciences and technical process
 - D) There is no correct answer
 - E) All answers are correct
34. The correct statement of advertising is:
- A) suggestion implies that people have the ability to accept information based on the prestige of sources
 - B) suggestion-a method of influence designed for uncritical perception of messages
 - C) the essence of primary suggestibility is reduced to the willingness to agree with information on the basis of uncritical perception
 - D) prestigious suggestibility-change of opinion under the influence of information received from a highly authoritative source
 - E) there is no correct answer
35. The first link in the chain of the mechanism of psychological impact of advertising is
- A) attracting attention
 - B) decision-making
 - C) Persuasion
 - D) expression of emotions

- E) action (making a purchase)
36. What plays an important role in the perception process
- A) the amount of attention
 - B) contrast of advertising colors
 - C) background music of the advertisement
 - D) interruptions in the transmission of the message
 - E) there is no correct answer
37. What does not act as an irritant, causing involuntary attention to the appearance or properties of the advertising medium
- A) image
 - B) dynamism
 - C) intensity
 - D) Contrast
 - E) size
38. Specify the non-characteristic features of advertising:
- A) The ability to
 - B) Truthfulness
 - C) Specificity
 - (D) Focus
 - (E) Humanity
39. Does not apply to branded packaging materials:
- A) color signage
 - B) branded plastic bags
 - C) branded packaging paper
 - D) boxes for gifts and souvenirs
 - E) no response
40. Choose the correct statement that characterizes external factors:
- A) everything that is happening around you at the moment
 - B) everything that happens inside you at the same moment
 - C) it may be your attitude, your attitude to various things
 - D) health status
 - E) there is no correct answer
41. What should not be a billboard placed by the road to be more competitive and attract the attention of passers-by
- A) with dull shades of color
 - B) bright
 - C) catchy
 - D) glowing
 - E) with original contours
42. When doing what, the effect of advertising stimuli is not taken into account
- A) road signs
 - B) posters
 - C) panel
 - D) posters

E) there is no correct answer

43. What gives the product additional psychological values that were an effective means of suggestion

- A) performances of popular actors
- B) consumer properties of the product
- C) probability of demand for the product
- D) all answers are correct
- E) there is no correct answer

44. Which method is objective in forming public opinion through mass communication channels

- A) convince
- B) force
- C) request
- D) beckon
- E) blackmail

45. What should not be resorted to when addressing a potential consumer

- A) imperative mood
- B) persuasion
- C) Request
- D) agreement
- E) beckoning maneuvers

7.3.2. Interim certification

(formation of competence of the UC-5, indicators of the IUC-5.1, IUC-5.2)

Exam questions

(formation of competence of the UC-6, indicators of the UC-6.1, UC-6.2)

Questions for the exam

1. Factors of Current Problems of Management in the Field of Advertising and Public Rela strategy formation.
2. Translation of marketing tasks into advertising.
3. Planning strategies: target audience strategy. Effective audience.Tactical Current Problems of Management in the Field of Advertising and Public Rela and its stages.
4. The concept of a media brief
5. Study of consumer behavior;
6. Monitoring of advertising information.
7. Factors determining the composition and boundaries of the audience.
8. Methods of studying the audience.
9. Current Problems of Management in the Field of Advertising and Public Rela parameters as indicators of the communicative effectiveness of an advertising campaign: general indicators and cumulative indicators.
10. Media strategies (reach/frequency), patterns of target audience coverage.
11. Parameters affecting the structure of the media used in the media campaign

12. .Print media
13. Online publications in Current Problems of Management in the Field of Advertising and Public Rela
14. Radio and its possibilities from the point of view of Current Problems of Management in the Field of Advertising and Public Rela
15. Television: features of use in Current Problems of Management in the Field of Advertising and Public Rela
16. Measurement of radio and TV audience
17. Outdoor advertising
18. The influence of the marketing characteristics of the object on the choice of media
19. Pricing, tariffs and discounts for the placement of advertising materials.
20. The concept of media buying and media selling.
21. Calculation of the forecast rating of the TV channel.
22. Price parameters of Current Problems of Management in the Field of Advertising and Public Rela , the concept of comparative cost.
23. Selection of an information channel based on a comparison of tariffs taking into account the advertising budget.
24. Calculation of the Current Problems of Management in the Field of Advertising and Public Rela budget: basic models.
25. The problem of acquiring a place for advertising.