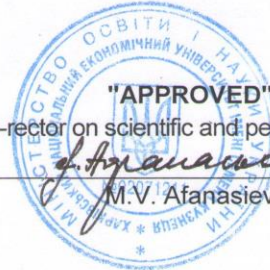


MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



"APPROVED"

Vice-rector on scientific and pedagogical work

*M.V. Afanasiev*

M.V. Afanasiev

**INTERNATIONAL ADVERTISING BUSINESS**  
**Syllabus**  
**for Bachelors (first) degree students**

Branch of knowledge All  
Speciality All  
Educational level Bachelor (first)  
Educational programme All

Type of the course **selective**  
Teaching and evaluation language **English**

Head of the Tourism Department

O. Sushchenko

Kharkiv  
S. Kuznets KhNUE  
2019

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**  
**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ**  
**ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

**"ЗАТВЕРДЖУЮ"**  
Заступник керівника  
(проректор з науково-педагогічної роботи)

М.В. Афанасьєв

**МІЖНАРОДНА РЕКЛАМНА ДІЯЛЬНІСТЬ**  
**робоча програма навчальної дисципліни**

Галузь знань	<b>Усі</b>
Спеціальність	<b>Усі</b>
Освітній рівень	<b>перший (бакалаврський)</b>
Освітня програма	<b>Усі</b>

Вид дисципліни	<b>вибіркова</b>
Мова викладання, навчання та оцінювання	<b>англійська</b>

Завідувач кафедри туризму

О. А. Сущенко

**Харків**  
**ХНЕУ ім. С. Кузнеця**  
**2019**

APPROVED  
at the Department of Tourism meeting  
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Compiler:  
Olena AKHMEDOVA, PhD in Public Administration, associate professor

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

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

## Introduction

### Description of the Academic Discipline:

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

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

### The Purpose and Tasks of the Academic Discipline:

The purpose of the discipline is formation of a system of theoretical knowledge and practical skills regarding contemporary forms of international advertising business and the possibilities of their application in the market activity of enterprises at the international level; comparison of national and international advertising institutions as a means of objectifying the way of a person’s life in a post-industrial society and a channel for the transmission of norms and values; improvements of the advertising campaign development, stimulation of the consumer activity.

Course	<b>3</b>	
Term	<b>2</b>	
Credits ECTS	<b>5</b>	
Classroom learning	<b>Lectures</b>	<b>32</b>
	<b>Seminars, practical lessons</b>	<b>32</b>
Individual work		<b>86</b>
Final control	<b>test</b>	

### Structural-logical scheme of the discipline

<b>Previous disciplines</b>	<b>Following disciplines</b>
World economy and international economic relations	Economy of an enterprise
Marketing	Management and marketing of tourism
Management	Management of enterprises competitiveness

## 1. Professional competences:

Competence	Competence constituents
Ability to analyze international advertising as a process of business activity	Knowledge, skills and abilities of the essence of international advertising activity as a process
Ability to analyze current trends of the foreign countries' advertising market	
Ability to identify and analyze the problems of the processes of international advertising activity of enterprises	
Ability to identify psychological aspects of marketing and advertising	Knowledge, skills and abilities of understanding advertising as a marketing process
Ability to analyze the main means of goods and service promotion	
Ability to detect effective forms of consumer impact	
Ability to analyze culture as a factor in consumer behavior	Knowledge, skills and abilities concerning the culture impact on global marketing and advertising
Ability to identify the use of gender images in advertising	
Ability to examine brand image and develop strategies and procedures for its positioning	Knowledge, skills and abilities of global brands management
Ability to organize successful brand promotion	
Ability to develop strategic Internet planning, conduct web analytics and analyze the effectiveness of online advertising activities.	Knowledge, skills and abilities of Internet advertising tools and advertising in social media.
Ability to integrate social media into company's advertising and information system	

## 2. The Syllabus of the Academic Discipline

### Module 1. International advertising as a process of business activity

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## **Module 2**

### **International advertising activity as the process of management.**

#### **Theme 5. Global brands development. Global brands management.**

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

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

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

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

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

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

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

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

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

#### **Topic 8. Advertising tools in social media.**

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

7.2. Management of the international advertising activity in the social media.

Integration of social media into the company's marketing information system. The methods of the effectiveness assessment of the company's marketing activity in social media.

### 3. The System of Assessment

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

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

the module control carried out in the form of a colloquium as an intermediate mini-exam on the initiative of the teacher, taking into account the current control over the relevant content module and aims to integrate the evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline – a content module;

the final / semester control, conducted in the form of a final test, according to the educational schedule.

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

the degree of understanding and comprehension of the theory and methodology of problems under consideration; the degree of comprehension of the actual discipline material; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted in an audience; logic, structure, style of presentation in written works and presentations in the audience, ability to substantiate own point of view, to generalise information and to draw conclusions; arithmetical correctness of the tasks performance; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalisations of concepts and phenomena; formatting of a work.

The general criteria for evaluating non-auditing independent work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematise knowledge on specific topics, the ability to make sound conclusions, the possession of categorical apparatus, skills and techniques of performing practical tasks, the ability to find the necessary information, carry out its systematisation and processing, self-realisation on practical lessons and seminars.

**The final control** of the knowledge and competences of students for the discipline is carried out on the basis of the final test, the task of which is to check the student's understanding of the programme material in general, the logic and interrelations between the



individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate a student's attitude to a particular problem of the discipline etc.

A student should be considered certified if the sum of the points obtained on the basis of the final / semester test makes 100. The minimum number of points for the current and module control during the semester is 60.

The final score for the academic discipline is calculated by the points obtained during the current control using the accumulation system. The total score for a semester is: "60 points and higher – passed", "59 points and less – failed", and is entered into the discipline registry.

### **Transference of university characteristics of students' progress into the ECTS scale**

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

## Maximal points per week

Theme			Lectures	Practical (seminar) studies	Work during practical lessons	Individual interrogation	Competence oriented tasks	Written test papers	Scientific work	Total
<b>Module 1</b>	<b>Theme 1</b>	1 week	1	1	2					<b>4</b>
		2 week	1	1	3					<b>5</b>
	<b>Theme 2</b>	3 week	1	1	3					<b>5</b>
		4 week	1	1	3					<b>5</b>
	<b>Theme 3</b>	5 week	1	1	3					<b>5</b>
		6 week	1	1	3					<b>5</b>
	<b>Theme 4</b>	7 week	1	1	3					<b>5</b>
		8 week	1	1		10				<b>12</b>
<b>Module 2</b>	<b>Theme 5</b>	9 week	1	1			10			<b>12</b>
		10 week	1	1	2					<b>4</b>
	<b>Theme 6</b>	11 week	1	1	2					<b>4</b>
		12 week	1	1	2					<b>4</b>
	<b>Theme 7</b>	13 week	1	1	3	10				<b>15</b>
		14 week	1	1	3					<b>5</b>
	<b>Theme 8</b>	15 week	1	1				10		<b>12</b>
	Scientific work								8	
<b>Total</b>			<b>15</b>	<b>15</b>	<b>32</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>100</b>

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