

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

ЗАТВЕРДЖЕНО

на засіданні кафедри маркетингу
Протокол № 2 від 02.09.2024 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



МАРКЕТИНГОВІ КОМУНІКАЦІЇ

робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

**07 "Управління та адміністрування"
075 "Маркетинг"
перший (бакалаврський)
"Маркетинг"**

Статус дисципліни

Мова викладання, навчання та оцінювання

обов'язкова

англійська

Розробник:
к.е.н., доцент

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Завідувач кафедри
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Людмила ГРИНЕВИЧ

Гарант програми

Олена НЕБИЛИЦЯ

**Харків
2024**

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

APPROVED

at the meeting of the department
marketing

Protocol № 2 of 02.09.2024

AGREED

Vice-rector for educational and methodical work



Karina NEMASHKALO

MARKETING COMMUNICATIONS
Program of the course

Field of knowledge
Specialty
Study cycle
Study programme

07 "Management and Administration"
075 "Marketing"
first (bachelor)
"Marketing"

Course status
Language

mandatory
English

Developers:
PhD (Economics),
Associate Professor

Maryna US

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Kharkiv
2024

INTRODUCTION

In the modern conditions of rapid changes and constant development of the market environment, successful functioning largely depends on the effective use of marketing communications. The communicative activity of business entities has become essential for maintaining competitive positions in the market and attracting new consumers. Building brand trust, promoting products, and establishing stable interactions with the target audience in the information society — these aspects of marketing communication become crucial not only for businesses in establishing long-term mutually beneficial relationships with all stakeholders but also for the operations of non-profit organizations and institutions.

The development of digital technologies and the transformation of consumer behavior have led to revolutionary changes in the field of marketing communications. Traditional communication channels are being supplemented with new digital marketing tools, opening up additional opportunities for product promotion and consumer engagement. Under such conditions, there is a growing demand for specialists with a comprehensive understanding of the principles of planning and implementing integrated marketing communications, who can effectively utilize modern tools and assess the effectiveness of communication campaigns.

The purpose of the course: formation of theoretical knowledge and mastery of practical skills in planning, using and evaluating the effectiveness of the means and elements of the marketing communications complex; organization, forecasting, and management of the communicative activities of business entities for the purpose of their effective functioning, as well as effective promotion of products/services at the level of modern requirements.

The objectives of the course are:

- mastering theoretical foundations related to the system, methods, models, and algorithms of marketing communications, taking into account the practical specifics of different elements of the marketing communication mix;

- developing skills in designing and implementing communication strategies;

- acquiring methods for evaluating the effectiveness of marketing communications;

- enhancing the ability to integrate traditional and digital marketing communication tools;

- gaining competencies in managing communication campaigns in modern market conditions.

The object of studying the course is the processes of marketing communication activities of business entities.

The subject of the course is theoretical and methodological foundations, as well as practical tools for planning, organizing, and evaluating marketing communications in contemporary economic conditions.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO2	GC9
LO3	SC4
LO4	SC14
LO5	SC7, SC14
LO6	GC3, SC5, SC7, SC 14
LO7	SC12
LO8	SC5
LO9	GC7, SC14
LO10	GC9, SC13
LO11	SC8
LO14	GC4, SC4
LO15	GC13
LO16	SC4, SC5
LO17	SC1
LO19	SC15

where, LO2. Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge, and practical marketing skills.

LO3. Apply acquired theoretical knowledge to solve practical problems in the field of marketing.

LO4. Collect and analyze necessary information, calculate economic and marketing indicators, and justify managerial decisions using appropriate analytical and methodological tools.

LO5. Identify and analyze key characteristics of marketing systems at different levels, as well as the behavioral characteristics of their subjects.

LO6. Determine the functional areas of a market entity's marketing activities and their interrelations within the management system, as well as calculate relevant performance indicators.

LO7. Utilize digital information and communication technologies, as well as software products necessary for effective marketing activities and the practical application of marketing tools.

LO8. Apply innovative approaches to conducting marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

LO9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

LO10. Communicate information, ideas, problems, and alternative managerial decisions to both marketing specialists and non-specialists, including representatives of different structural divisions within a market entity.

LO11. Demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.

LO14. Fulfill functional responsibilities within a team and propose well-grounded marketing solutions.

LO15. Act socially responsible and socially conscious based on ethical marketing principles, respect for cultural diversity and civil society values, while respecting individual rights and freedoms.

LO16. Meet the requirements for a modern marketing professional and continuously enhance personal professional qualifications.

LO17. Demonstrate skills in written and oral professional communication in both the national and foreign languages, as well as the correct use of professional terminology.

LO19. Demonstrate skills in developing creative marketing campaigns

GC3. Ability for abstract thinking, analysis, and synthesis.

GC4. Ability to learn and acquire modern knowledge.

GC7. Ability to apply knowledge in practical situations.

GC9. Skills in using information and communication technologies.

SK1. The ability to logically and consistently reproduce the acquired knowledge of the marketing subject area.

SC4. Ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional interrelations among its components.

SC5. Ability to correctly apply marketing methods, techniques, and tools.

SC7. Ability to determine the impact of marketing functional areas on the economic performance of market entities.

SK8. Ability to develop marketing support for business development in conditions of uncertainty.

SK12. Ability to justify, present and implement research results in the field of marketing.

SK13. Ability to plan and implement effective marketing activities of a market entity in a cross-functional context.

SK14. Ability to suggest improvements to marketing functions.

SK15. Ability to develop creative marketing campaigns.

COURSE CONTENT

Content module 1. Basics of marketing communications and their tools.

Topic 1. Communications in the marketing system and the process of planning marketing communications.

1.1. Content of communication links.

Approaches to studying communication. Laws of communication theory. Essence, significance, role, goals, and tasks of communication within the modern marketing mix. Key concepts of marketing communications. Current state and trends in the field of marketing communications.

1.2. Formation of the marketing communication system and factors determining its structure.

Components of a company's marketing communication policy. The concept of the marketing communication mix and system. Tools and instruments of marketing communications. Traditional and synthetic marketing communication tools: advantages and disadvantages. The concept of modern and innovative communication tools. Factors influencing the choice of marketing communication tools. Features of using marketing communication tools. Conditions for effective communication.

1.3. Elements and models of marketing communications.

The essence of communication models: simple, extended, and interactive. Characteristics of the elements forming the marketing communication model. Subjects of marketing communications.

1.4. Development of a communication strategy.

Marketing communication strategies and a comprehensive approach to their classification. Target audience states. Features of the stages of developing a marketing communication strategy. Product life cycle stages and classification of marketing communication strategies. The dependence of marketing communication strategies on corporate strategy, marketing strategy, and pricing strategy.

1.5. Planning elements of communication.

The essence of marketing communication planning. The process and key aspects of marketing communication planning. Main components of a marketing communication plan. Methodology for planning marketing communications. Selection of the method and form of appeal. AIDA model. Advantages and disadvantages of personal and impersonal communication.

1.6. Communication barriers.

The content and types of possible communication barriers. Types of noise in communications and ways to overcome them.

Topic 2. Advertising communications.

2.1. The essence and role of advertising.

Defining the essence of advertising. The place of advertising in marketing. The role of advertising in various industries. Functions, goals, and objectives of advertising.

2.2. Regulatory and legal base of advertising in Ukraine.

Legislative and regulatory framework for advertising regulation in Ukraine. Law of Ukraine "On Advertising". Basic definitions, subjects and objects of advertising. Restrictions on advertising of goods and services in Ukraine and the world. World practice of regulating and regulating the sphere of marketing communications. ICC Code of Advertising and Marketing Communications.

2.3. Types of advertising.

Characteristics of advertising types based on various classification criteria. Product, prestige, and institutional advertising. Trends in media and digital advertising.

2.4. Stages of planning an advertising program.

Analysis of the stages of advertising planning. Methods of calculating the budget for an advertising campaign. Development of a creative strategy and drafting an advertising message. Types of advertising strategies. Drafting advertising messages. The AIDA model and its modern analogues. Methods and indicators for evaluating advertising activities.

2.5. Characteristics of point-of-sale advertising and methods of its implementation.

General and scope of point-of-sale advertising. Objectives of point-of-sale advertising. Characteristics of methods of implementing point-of-sale advertising. Equipment and fixtures for point-of-sale advertising. Means of informative, advertising, and stimulating nature. Design, elements of retail outlet design. Planning and decoration of premises, use of display windows. Types of display windows. Merchandising. Use of advertising and design materials: signs, indexes, price tags, stickers, labels, three-dimensional structures, packaging materials, etc. Zones of influence of POS materials. Advantages and disadvantages of point-of-sale advertising.

2.6. Evaluation of advertising effectiveness.

Types of advertising effects and efficiency indicators. Communicative and economic efficiency. Methods, indicators, and procedures for assessing the

effectiveness of point-of-sale advertising.

Topic 3. Stimulation of sales.

3.1. General characteristics of sales promotion.

Sales promotion as measures and means of influence that encourage the purchase or sale of goods/services. Differences between sales promotion and other means of marketing communication. Subjects for which promotion is carried out. Stages of developing a sales promotion program.

3.2. Consumer stimulation

Goals and means of sales promotion in relation to buyers. Price and non-price promotion methods. Forms of price promotion: direct price reduction, coupons, price reduction with deferred discount. Non-price promotion methods: natural promotion methods, active offers, service.

3.3. Stimulation of intermediaries and business partners.

Objectives and means of sales promotion for trade intermediaries. Financial and in-kind benefits as methods of stimulating sales of products for intermediaries.

3.4. Stimulation of the sales staff.

Goals and means of stimulating sales among sales personnel. Monetary and moral methods of stimulating sales.

3.5. Loyalty program as a way to activate consumers and stimulate sales.

Digital sales incentives. The essence of loyalty programs. Types of loyalty programs. Discount programs, bonus incentive programs, multi-level loyalty programs, cashback, affiliate programs, non-profit loyalty programs. Advantages and disadvantages of loyalty programs.

3.6. Evaluation of the results of sales promotion campaigns.

Basic costs of sales promotion. Testing and experiments in evaluating the effectiveness of sales promotion. Success indicators of sales promotion campaigns. Cost per contact. Return rate.

Topic 4. Public relations (PR) in the marketing communications system.

4.1. The place of public relations (PR) among other means of marketing communications.

The concept of organizing public relations. Prerequisites, history of emergence and trends in the development of public relations. The formation of public relations as a professional activity. The development of public relations in Ukraine. Features of public relations in Ukraine. The relationship of public relations with journalism, advertising, the information sphere, etc. Public relations methods. Propaganda techniques.

4.2. Organization of PR activities.

Planned, unplanned and crisis PR campaigns. Crisis communications and their features. Positions and functional responsibilities of public relations specialists. PR organization (planning) activities. RACE model. Classification of principles of work with the public. Tasks and functions of work with the public. Methods of forming a budget for PR. Indicators by which the cost of using the media and its effectiveness are calculated. Tools in working with the public. The concept of the public, its types

and characteristics. Internal and external communications.

4.3. Characteristics of public relations, methods and tools of influence.

Communication theory. The art of business communication, its principles and forms. Verbal and non-verbal communication. Non-verbal means of communication. Public relations relations with the media. Rules for writing business texts and letters. Features of cooperation with the press, radio, television, receptions, presentations, press conferences, conferences, their preparation and holding. Techniques and methods of psychological influence in PR. Codes of professional conduct and ethics in public relations.

Topic 5. Direct marketing and personal selling in the marketing communications system.

5.1. Concept and types of direct marketing.

Direct marketing as an interactive system that involves direct contact with each potential buyer. The essence of direct marketing, the evolution of development. Distinctive features of direct marketing. Types of direct marketing. Advantages and disadvantages of direct marketing. Analysis of direct marketing costs. Concepts of direct marketing. Forms of direct marketing. Postal mailing. Email marketing. Methods of obtaining address lists. Inbound and outbound telephone marketing. Telemarketing.

5.2. Planning the direct marketing process and evaluating its effectiveness.

Elements of the direct marketing system. Principles of direct marketing. The direct marketing process. Main areas of work in the field of direct marketing. Effectiveness of direct marketing. Features of direct marketing in the digital age. The role of the Internet in implementing direct marketing. Features of direct advertising. Features of direct mail advertising. Catalogs and brochures. Advertising on television, radio and telephone. Their features and effectiveness.

5.3. The essence of the personal sales system.

The place of personal selling in sales and marketing communication, customer relationship management. Definition and types of personal selling. Characteristics and features of personal sales. Organizational forms of personal selling.

5.4. Organization of personal sales.

Types of sales personnel. Intermediaries and communication with them. Retail organization. Style and techniques of professional selling. Retail as a key element of personal selling. Factors for effective retail management. Internal marketing. Multilevel marketing. The concept of network marketing. Foreign and Ukrainian experience in network marketing.

5.5. Specifics of direct marketing and personal sales in the digital space.

Advantages of the digital space for using direct marketing and personal selling as communication tools. Leads in sales. Types of leads. Sales funnel and other sales schemes.

Content module 2. Features of the elements of the system of marketing policy of communications.

Topic 6. Packaging as a means of marketing communications

6.1. Packaging as the most important attribute of a product and its role in marketing

Packaging as a means of reflecting the product in the mind of the buyer, a carrier of the image of the product and its manufacturer. The essence and definition of packaging. The role of packaging in marketing. Types of packaging materials.

6.2. Functions performed by packaging.

The main functions of packaging: protective, storage, transportation, demonstration, informational, aesthetic, segmentation, interaction (unifying), recognition and image creation, advertising and others. Functional, informational and persuasive tasks that packaging is able to perform. The role of packaging for the implementation of innovations. Modern packaging theory.

6.3. Information function of packaging.

Tasks, features of using packaging as a carrier of information about the product, its application. . Information about the product and labeling. Technical documentation. Information content of packaging. Basic and commercial product information. . Designations and barcodes. Classification and types of packaging.

6.4. Advertising and packaging.

The impact of packaging on changing consumer response. The relationship between packaging and advertising. Colors and shapes in packaging. Limitations that exist when creating packaging. The ripple effect. Packaging trends.

Topic 7. Synthetic means of marketing communications.

7.1. 7.1. The essence and characteristics of exhibitions and fairs.

The essence of exhibition and fair activities. History of the development of exhibition and fair activities. Objectives of exhibitions and fairs. Common and distinctive features of exhibitions and fairs. Decision-making on participation in exhibitions and fairs. Types and categories of exhibitions and fairs.

7.2. Planning and organization of exhibitions and fairs. Evaluating the effectiveness of holding exhibitions and fairs.

Stages of preparation for participation in fairs and exhibitions. Organization of enterprise participation in exhibitions and fairs. Work of exhibitions and fairs. Implementation of participation in an exhibition or fair. Development of the exhibition and fair budget. Exhibition stands. Exhibitor's activities after the closure of the exhibition and fair. Marketing communication policy at exhibitions and fairs. Control over the holding of exhibitions and fairs. Factors of effective participation in an exhibition or fair.

7.3. Branding as a means of communication.

Brand as a carrier of the image of the enterprise. Reasons that determine the need to create a brand in modern conditions. Fundamentals of branding theory. Techniques, methods and ways of implementing branding. Main characteristics of branding. Brand identity and individuality. Determining the value of trademarks, their characteristics, assortment, information about trademarks in branding. Brand architecture. The process of creating and managing trademarks. Love marks. Brand wheel and other models of brand creation. Algorithm of branding formation. The role of various marketing tools in creating a brand. Advantages that a brand provides to the

manufacturer and consumer. Development of branding in Ukraine, its features.

7.4. Corporate style and its elements.

The concept of corporate style. Elements of corporate style: trademark, slogan, logo, corporate colors and fonts, corporate heroes and mascots. Additional elements of corporate style. The concept of brand book and guideline. Selection and work with the main carriers of corporate style elements.

7.5. The essence of sponsorship and its types.

Sponsorship as a system of beneficial relationships and a special type of communication. Main areas of sponsorship. Objects and areas of effective use of sponsoring. Goals of sponsorship activities. Types of sponsorship. Typology and tasks of sponsorship. Conditions for successful sponsorship activities.

7.6. Methods of communication support of sponsorship.

Creating a sponsor's communication program. Criteria for the effectiveness of sponsorship programs.

7.7. Essence and communicative characteristics of Product placement.

The concept, essence and components of product placement. Types of product placement. Communication characteristics of product placement. Advantages and disadvantages of product placement. Possibilities and limitations of using product placement as a marketing communications tool in Ukraine.

Topic 8. Digital communication in a digital society.

8.1. The main directions of development of information and communication technologies in the global information environment of the Internet.

Digital marketing. Main digital communication channels. Characteristics of the global Internet environment. Characteristic differences of the digital environment. Types, characteristics and purpose of Internet resources in marketing activities. Traditional ways of promoting products on the Internet.

8.2. The current state and directions of marketing communications in the context of the development of new media

Modern tools of marketing communications. The concept of new media. Classification of modern methods of promoting products and services on the Internet.

8.3. Characteristics and types of content in marketing communications.

Approaches to the essence of content. Main characteristics of content. Classification of types and types of content. Features of game, text, audio, video, graphic and consumer (UGC) content. Storytelling

8.4. Search Engine Optimization (SEO).

Search engine optimization methods. Main types of website promotion: by promotion method, by promotion goal, by main project objectives. Methods of internal and external search engine optimization.

8.5. Features of contextual and other types of advertising on the Internet.

Contextual and contextual media advertising. Ad quality indicators. The concept of ad relevance. The importance of keywords. Google Ads. The concept of an advertising cabinet. Google search partners. Goals of advertising campaigns in Google. Types of advertising campaigns in Google. Types of targeting. Banner media advertising. Video advertising. Prerolls. Display advertising. Indicators of advertising

effectiveness on the Internet.

8.6. Social Media Marketing (SMM).

Social media marketing (SMM). Methods of working in SMM. SMM tools. Creating an organization's community. Interaction with the consumer through bloggers and blogs. Personal branding. Reputation management. SMM performance indicators.

8.7. Mobile marketing tools.

Mobile marketing. Types of mobile marketing. SMS and Push messages. Messengers and mobile applications in marketing communications. Mobile traffic. Gamification.

Topic 9. Organization and integration of elements of marketing communications.

9.1. The essence of integrated marketing communications.

The essence of integrated marketing communications (IMC), the need for their use in modern conditions. History of IMC development. Stages of development of integrated marketing communications.

9.2. Conditions and benefits of implementing integrated marketing communications.

Features of organizing and planning integrated marketing communications. Integrated marketing communications tools. Advantages of using integrated marketing communications. Integrated marketing communications management process. A comprehensive mechanism for assessing the effectiveness of integrated communications. The emergence of a synergistic effect from communications. Effective appeals and integration models. Prospects for the development of integrated marketing communications in Ukraine and the world. Multichannel and omnichannel.

9.3. Internal and external factors in the organization of marketing communications.

Internal and external factors of marketing communications organization. Marketing communications management as a component of marketing. The importance of proper marketing communications organization. Forms of marketing communications organization. Marketing organizational structures. Phases of development of marketing organizational structures. Principles and methods of marketing communications organization. Tasks and functions of marketing communications services. Marketing communications planning. Types of organizational structures. Content of functional, divisional, combined, staff, matrix and network management structure.

9.4. Determining the effectiveness of a marketing communications package.

Features of assessing the effectiveness of marketing communications. Types of marketing communications effectiveness. The essence of communicative and commercial (economic) effectiveness. Methods for determining indicators by which they are calculated. Overview of statistical methods used in assessing the effectiveness of marketing communications

The list of practical (seminar) studies in the course is given in table 2.

Table 2

The list of practical (seminar)) studies

Name of the topic and/or task	Content
Topic 1. Task 1.	Selection of elements and formation of a marketing communication complex for the company. Evaluation and analysis of the effectiveness of the communication campaign and development of recommendations for the marketing communication policy, taking into account the state of the target audience.
Topic 2. Task 2.	Drafting an advertising message, choosing the type and medium of advertising and determining its cost. Calculating the effectiveness of the advertising program.
Topic 3. Task 3.	Development of a campaign to stimulate sales of goods/services, calculation of the number of additional buyers and justification of the size of the budget for sales promotion.
Topic 4. Task 4.	Determining methods of cooperation with the media, contact audience and the general public. Evaluating the complexity of the text and the basics of copywriting work.
Topic 5. Task 5.	Choosing methods for conducting a communication campaign using direct marketing and personal selling.
Topic 6. Task 6.	Analyse products by packaging and barcode, communicative content of packaging.
Topic 7. Task 7.	Research into the specifics of various types of exhibitions and fairs. Selection of an object for sponsorship. Analysis of the use of Product Placement technologies.
Topic 8. Task 8.	Planning communication activities using Internet marketing tools and calculating the effectiveness of using Internet technologies in promoting goods and services
Topic 9. Task 9.	Justification of decisions regarding the combination and integration of tools in a set of communication activities

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1 - 9	Studying lecture material
Topic 1-9	Preparation for practical classes
Topic 6	Preparing homework
Topic 8	Preparing a multimedia presentation
Topic 9	Performing a creative task

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 2, 3, 5 6, 7, 8, 9), problem lecture (Topic 1, 4, 7), lecture-dialogue (Topic 2, 8)).

Visual (demonstration (Topic 1-9)).

Practical (practical work (Topic 1-9), case method (Topic 3), group discussion (Topic 4) (presentation (Topic 8), preparation of an individual or group creative task (Topic 9)).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of a grading.

The final grade in the course is determined for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

Current control: tasks on topics (32), group discussion (8), homework (10), creative task (15 points), written test (10 points), colloquium (15 points), presentation (10 points).

More detailed information on the assessment system is provided in the technological card of the course.

RECOMMENDED LITERATURE

Main

1. Law of Ukraine “On Advertising” 03.07.1996 № 270/96-BP Access mode: <https://zakon.rada.gov.ua/laws/show/270/96-%D0%B2%D1%80?lang=en#Text>

2. Kotler P. Marketing 4.0 : Moving from Traditional to Digital / P. Kotler, Н. Kartajaya, I. Setiawan. West Sussex: John Wiley and Sons Ltd, 2022. 208 p.

3. Levchenko Y. Business communications: book [Electronic resource]. / Y. Levchenko I. Britchenko. Sofia Издателство на Българската академия на науките “Проф. Марин Дринов” Professor Marin Drinov Publishing House of Bulgarian Academy of Sciences, 2021., 124 p. Access mode: <https://dspace.uzhnu.edu.ua/jspui/bitstream/lib/36181/1/Business%20Communications%20Britchenko.pdf>

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Additional

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6. Khanom M. T. Using social media marketing in the digital era: A necessity or a choice. *International Journal of Research in Business and Social Science*. 2023. Vol. 12, no. 3. P. 88–98. <https://doi.org/10.20525/ijrbs.v12i3.2507>
7. Kotler P. *Marketing 5.0: Technology for Humanity*. P. Kotler, H. Kartajaya, I. Setiawan. New Jersey: John Wiley & Sons, 2021. 224 p.
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9. Shtal T. Implementation of modern marketing tools in entrepreneurial activity / T. Shtal, O. Ptashchenko, S. Rodionov and other // *Development Management*. - 22(4). - P. 53-63. Access mode: <http://repository.hneu.edu.ua/handle/123456789/32304>
10. Ус М.І. Дослідження впливу тайм-маркетингу на інструментарій маркетингових комунікацій на міжнародному ринку / М. І. Ус // *Економіка та суспільство*. – 2021. – № 26. – Режим доступу: <https://doi.org/10.32782/2524-0072/2021-26-46>

Information resources

11. ICC Advertising and Marketing Communications Code [Electronic resource]. Access mode: <https://iccwbo.org/news-publications/policies-reports/icesomar-international-code-market-opinion-social-research-data-analytics/>.
12. Karimova G. Z. Poietic symbiosis or algorithmic subjugation: generative AI technology in marketing communications education [Electronic resource] / G. Z. Karimova, Y. D. Kim, A. Shirkhanbeik // *Education and Information Technologies*, 17 July 2024. <https://doi.org/10.1007/s10639-024-12877-8>. Access mode: <https://link.springer.com/article/10.1007/s10639-024-12877-8/>
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