

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

ЗАТВЕРДЖЕНО

на засіданні кафедри

маркетингу

Протокол № 2 від 02.09. 2024 р.



Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО

РЕКЛАМА ТА PR В МАРКЕТИНГОВІЙ ДІЯЛЬНОСТІ

робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

**07 Управління та адміністрування
075 Маркетинг
перший (бакалаврський)
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Статус дисципліни

Мова викладання, навчання та оцінювання

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Розробник:
д.с.н., проф

Надія ЛИСИЦЯ

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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 NEMASHKO



ADVERTISING and PR in MARKETING ACTIVITY

Program of the course

Field of knowledge	07 Management and administration
Specialty	075 Marketing
Study cycle	first (bachelor)
Study program	Marketing

Course status	elective
Language	English

Developer:
Doctor of science in
Sociology, Professor

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Kharkiv
2024

INTRODUCTION

The efficiency of the enterprise is closely related to the use of philosophy, methods and marketing tools. Recently, the relevance of marketing focused on consumer values has significantly increased due to the accelerating processes of globalization, changes in the consumer environment, more dynamic and massive movement of capital and labor.

The principles and methods of conducting marketing research allow you to quickly obtain information about changes in consumer needs, expectations, preferences, values, which affects the choice of marketing strategies and forms of marketing communications. The correct choice of forms of marketing communications ensures the successful marketing activity of the enterprise, forming its strategy and tactics when entering and consolidating in the markets. As a function of production management, which is focused on the most complete satisfaction of consumer requirements, marketing provides an objective view of the relationship between supply and demand in the market.

Among modern marketing communications, advertising and PR are the most popular. If advertising and PR use those values that are important for consumers of the product in product messages, then advertising and PR encourage consumers to purchase. As a result, marketing activities satisfy the enterprise and the needs of consumers. Advertising and PR thus ensure the successful marketing activities of the enterprise.

The course "Advertising and PR in Marketing Activities" is part of the elective courses of professional training of specialists in the field of marketing. The need for this course is determined by the qualification characteristics of the specialist, which implies readiness for practical activities, possession of market research skills. The very ideology of marketing involves the formation and development of creative approaches to work, the implementation of a scientific approach to such a multifaceted problem as advertising and PR.

The purpose of the course is to form a system of knowledge, skills and practical skills regarding the theoretical foundations and methodological and practical tools of advertising and PR in the marketing activities of the enterprise.

The objectives of the course are:

mastering the main features of advertising and PR;

obtaining the skills of managerial decisions in the formation of marketing activities of the enterprise based on the peculiarities of the use of advertising and PR.

The object of study of the course is the process of marketing activity.

The subject of the course is advertising and PR in marketing activities.

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
LO 09	GC 07
LO 14	GC 04
LO 16	SC 05
LO 19	SC 15

where, GC 04. Ability to learn and master modern knowledge.

- GC 07. Ability to apply knowledge in practical situations.
- SC0 5. Ability to correctly apply marketing methods, techniques and tools.
- SC 15. Ability to develop creative marketing campaigns.
- LO 09. Assess the risks of marketing activities, establish the level of uncertainty of the marketing environment when making managerial decisions.
- LO 14. Perform functional duties in the group, offer sound marketing solutions.
- LO 16. Meet the requirements that are put forward for a modern marketer, increase the level of personal professional training.
- LO 19. Show skills in developing creative marketing campaigns.

COURSE CONTENT

Content module 1. Theoretical foundations of advertising and PR in marketing.

Topic 1. Advertising and PR in the marketing communications system.

1.1. Integrated Marketing Communications (IMC)

IMC is the concept of sharing all types of marketing communications, based on common goals. At the same time, communications complement each other. There is a synergy effect that allows you to achieve efficiency that cannot be achieved with the use of certain types of marketing communications.

1.2. ATL-i BTL-measures, marketing mix

Above-the-Line (ATL) is a direct advertising event that uses six main media: radio, television, outdoor advertising, press, internet and cinema advertising:

Below-the-Line (BTL) - a complex of marketing communications, which represents the stimulation of consumers (tastings, distribution of samples, competitions, drawings, consultations in retail outlets) and intermediaries.

1.3 Types of audience, types of advertising, types of PR.

10 audiences according to F. Kotler. Suppliers. Distributors. End consumers. Employees. Financial companies. Government agencies. Media. Partners. Competitors. Society as a whole.

Topic 2. Advertising and PR: common and different in marketing.

2.1. PR concepts. Differences between advertising and PR.

PR is a management function that contributes to the establishment or maintenance of mutually beneficial relations between the organization and the public, on which its success or failure depends. Advertising is financed from the marketing budget, PR is financed from the enterprise development fund; advertising promotes the product, PR promotes image and reputation.

2.2. PR corporate identity. Image master plan.

4 parts of the image master plan according to B. Ji. Creating a foundation. External image. Internal image. Elusive image.

2.3 . Negotiations. Principles of conducting negotiations.

The basis of successful communication, both in the field of advertising and PR, the construction of relations between the customer and the consumer is the ability to negotiate. Negotiations are a combination of the company's own interests and dependence on opponents. The principles are focused on 3 approaches to negotiation.

Topic 3. Consumer behavior as a subject of socio-economic analysis.

3.1. Definition of consumer behavior. Consumption.

Functions in the process of consumption. Modernist worldview. Postmodern behavior. Culture as a factor of economic behavior. Structure of culture. Social space of consumers.

3.2. The main theoretical approaches to the study of consumer behavior.

T. Veblen effect. Jean Baudrillard on consumption as an activity of systematic manipulation of signs. Consumer values and consumer norms.

3.3. The impact of advertising on consumer behavior.

The effectiveness of advertising communication depends on its individual components. Source of advertising. The arguments presented in the advertisement. Persuasiveness. Number of arguments. Element of advertising design.

Topic 4. Advertising as a social institution of modern society.

4.1. The problem of institutions and institutionalization in Ukraine.

A social institution is a set of norms that determine the behavior of people in certain areas of activity, a stable structure, stable actions, mechanisms of behavior of the elements of this structure, which ensure the development of this structure.

4.2. Social advertising. Features of social information.

Social advertising is mass information aimed at popularizing general human, social, moral, spiritual, national values, healthy lifestyle, prevention of negative social phenomena, achievement of socially useful goals, drawing attention to problems in society and ways to solve them.

4.3. Unfair advertising.

Unfair advertising is considered to be advertising that, due to inaccuracy, unreliability, ambiguity, exaggeration, silence, violation of the requirements for the time, place and method of distribution and other requirements provided for by the legislation of Ukraine, misleads or may mislead advertising consumers, cause harm to persons, the state or society.

Topic 5. Social impact in advertising and PR.

5.1. The essence and features of social influence on consumers.

Social influence is an asymmetric relationship between people where one person gets the opportunity to influence another. In social psychology, social influence is understood as the alteration of a person's knowledge, attitudes, behaviors or emotions, which can be ordered by the action of others.

5.2. Social influence in the concept of consumer behavior management.

Two approaches to social influence. Relationist concept understands the process of social influence as interpersonal relationships that allow one individual to change the behavior of another individual. Systemic concept of social influence.

5.3. Social influence as the basis for the success of advertising and PR.

J. French and Raven – classification of social influence. Influence as coercion, as the ability to influence the behavior of another through punishment, deprivation of reward. Legitimate influence based on the recognition of the right of one individual to establish the rules of conduct of another. Expert influence depends on the degree of knowledge. A referential influence based on a sense of unity with another.

Topic 6. Gender in advertising and PR.

6.1. The concept of gender and related categories.

Gender is a socio-cultural representation of the feminine and masculine. Gender stereotypes in advertising and PR. Gender identity and social roles of men and women in advertising. The problem of gender discrimination in advertising.

6.2. Technology of using gender images in advertising.

Advertising focuses on gender images because: 1) in terms of the strength of the attractiveness effect, the image of people occupies significant positions; 2) a deep feature of a person is belonging to a certain gender; Gender, along with age, gives a deeper understanding of who we are.

6.3. Non-discriminatory advertising standards.

Gender equality is when men and women enjoy the same rights and opportunities in all areas of life. Equal legal status of women and men. Equal opportunities for its implementation. Marketing communications and their role in eliminating ambiguous expressions in advertising.

Content module 2. Features of advertising and PR in marketing activities.

Topic 7. Pragmatism of advertising and PR in marketing activities.

7.1. Definition of pragmatism in marketing activities.

Pragmatism is a property, phenomenon or action that involves focusing on the practical consequences of marketing activities, as well as on what is useful for the consumer. In the process of interaction between the product manufacturer and the advertiser with consumers, it is the utility that can be conveyed by advertising and PR. The main provisions of the concept of W. James.

7.2. V. Zeytaml's model.

The practical significance of an advertising product can be related to value. The value model is a modified version of the Zeytaml model, focusing on the value of the product for the consumer. The model includes the perception of quality, internal inherent features, external signs, price in monetary terms, non-monetary price as a component of perceived quality.

7.3. Basic principles of pragmatism in advertising and PR.

In general, pragmatism is aimed at considering the practical consequences and real consequences of each action. The principle of utility. This is the basic principle in this theory, the bottom line is that those things that have practical benefits are considered really important. The relationship between thought and action.

Topic 8. Trust in advertising and organization of PR events.

8.1. Economics and sociology of trust in advertising and marketing.

The basis for distinguishing between confidence and trust is the object of the relationship: confidence is more characteristic of social interactions and functional systems. Trust is necessary in the situation of forming personal relationships. Trust is a belief in reliability.

8.2. Levels of trust.

Basic level. Personal level. Social level. Cultural level. The basic level is the establishment of trust based on its definition by scientists in various fields of activity and in marketing activities. Functions of each level. Basic level function. Function of the personal level. Function of the social level.

8.3. Organization of PR events in marketing activities.

The organization of PR events helps to convey key messages to consumers, show openness and increase loyalty. Checklist. Fresh breakfast. Press tour. Press conference. Briefing. PR trends. PR strategies for building a starting reputation. Structure of the communication strategy.

Topic 9. Advertising design.

9.1. Principles of creating a successful advertising design.

Several general principles are used in the design of any advertisement. Marketers can use different terminology, but the essence of the techniques used does not change. Unity of style. Harmony. Order. Accent. In contrast. Balance. Color. Free space.

9.2. Art and design.

Art and design help break through the information chaos. A properly selected image instantly conveys the idea and mood of the advertisement. An image can quickly grab consumers' attention, but does not limit yourself to solving this problem.

9.3. Rules for creating advertisements.

The headline of the advertisement is extremely important to maintain consumer interest. Make the advertisement simple, even meaningless. You sell the benefits of the product. Use celebrities. Use the power of color. Go with the flow. Increase contrast. Avoid ambiguity. Use children and animals where appropriate.

Topic 10. Mind map and its role in advertising.

10.1. The essence of the mind map. Possibilities of the mind map.

A mind map is an innovative and useful tool for schematically depicting key ideas from books, the main points of speeches or plans, actions. A mind map allows you to organize work projects, schedule meetings, develop strategies, and brainstorm.

10.2. Consumer journey. Weaknesses and strengths of the consumer journey model.

The consumer's journey period is in practice limited to the field of internet marketing where it originates, as here the contact points can usually be tracked and evaluated quite easily with the help of tracking tools. But the term consumer journey is also justified as an off-chain retail model thanks to new modern survey technologies.

10.3. What are mind maps for?

Firstly, they allow you not only to plan advertising campaign tools, but also to systematically implement the project without losing sight of important details. Secondly, they are convenient in the process of segmentation and when adjusting key advertising messages for different target audiences.

Topic 11. Production of an advertising message.

11.1. What you talk about is more important than how you say it. If your campaign is not built around a big idea, it is doomed to fail. Use facts. You can't force people to buy. Be a well-mannered person. Make ads in a modern style. Various committees can criticize advertising, but they can't come up with one.

11.2. William Bernbach: the skill of performing advertising.

W. Bernbach does not adapt to the level of the audience. W. Bernbach treats consumers with respect. He believes that the advertiser should be as simple, quick-witted and insightful as possible. The task of a copywriter is to attract attention and sell goods with a minimum of costs and maximum creativity.

11.3. Rosser Rives: USP (unique selling proposition) unique selling proposition.

R. Rives created advertising not to please aesthetes, but for the purpose of selling goods. He put forward three principles of USP development: 1) the proposal must prove information about the specific advantage of the product; 2) it must be unique, not similar to the offer of a competing firm; 3) it must ensure the sale of goods.

Topic 12. Management of the creation of an advertising idea.

12.1. Segmentation strategy in advertising activities.

The market segmentation strategy includes the development and use of marketing programs aimed at subgroups of the population that the organization or firm could potentially serve. A variety of marketing tools are used to implement a segmentation strategy.

12.2. Images in advertising, the ratio of text and illustration.

The issue of the relationship between text and images in advertising is solved in accordance with the goals, available means and experience of its developer. The inclusion of images of objects (from англ. key visual – key visual images) greatly facilitates the perception of information related to them and significantly enhances the effectiveness of the advertising campaign.

12.3. Advantages of the image in advertising.

The use of an image as the main non-verbal component of an advertising message has a number of advantages: ease of perception. The image is perceived more or less equally, demonstrates external attractiveness, and forms greater trust in visual advertising.

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

Table 2

List of practical (seminar) studies

Topic name and/or task	Content
Topic 1. Task 1.	Name the essence of advertising and PR marketing.
Topic 2. Task 2.	Name what is common and different in advertising.
Topic 3. Task 3.	What are the features of consumer behavior?
Topic 4. Task 4.	Suggest signs of a social institution of advertising.
Topic 5. Task 5.	What is the difference between social impact in advertising and PR.
Topic 6. Task 6.	Give examples of gender-sensitive advertising.
Topic 7. Task 7.	What is the essence of Zeitaml's model in the field of marketing?
Topic 8. Task 8.	Suggest ways to build trust in advertising and PR.
Topic 9. Task 9.	Is advertising an art or a science?
Topic 10. Task 10.	Features and Advantages of the Advertising Intellectual Map in Marketing Activities.
Topic 11. Task 11.	What are the features of creating advertising ?.
Topic 12. Task 12.	How to manage the creation of advertising and PR.

The list of self-study of the course self-study is given in Table 3.

Table 3

List of self -study

Topic name and/or task	Content
Topic 1 - 12	Study of lecture material and regulatory framework of Ukraine
Topic 1 - 12	Preparation for practical classes
Topic 1 - 8	Performance of individual educational and research tasks
Topic 7	Essay Writing
Topic 1 -12	Preparation for the exam (exam).

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

Verbal (lecture (Topic 1, 3, 4, 7), problem lecture (Topic 2, 5, 8), lecture-provocation (Topic 6, 9, 10, 11, 12).

Visual (demonstration (Topic 1-12)).

Practical (practical work (Topic 1 – 12), essay (Topic 7), case method (Topic 10,12).

FORMS AND METHODS OF ASSESSMENT

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

Current control carried out during lectures, practical and seminar studies 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 an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam.

The maximum amount of points that a students can receive during the exam is 40 points. The minimum amount for which the exam is considered to be passed is 25 points.

The final grade in the course is determined by summing up the points for the current and final control.

When teaching the course, the following control measures are used:

Current control: individual educational and research tasks (40 points), written test work (10 points), colloquium (10 points).

Semester control: exam (40 points).

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

An example of an examination card and assessment criteria for the course.

Example of an examination card

Simon Kuznets Kharkiv National University of Economics
First (bachelor's) level of higher education
Specialty "Marketing"
Educational and professional program "Marketing". Semester 5
Course "Advertising and PR in Marketing Activities"

EXAMINATION CARD

Each examination card consists of three tasks: a stereotypical task (consisting of 5 tests), one diagnostic task and one heuristic task.

Task 1 (stereotyped). (10 points)

(each of the tests contains one option for the correct answer).

Example of a test task:

What helps to ensure the appropriateness of statements in advertising?

1. Source of advertising information.
2. Arguments in advertising.
3. Persuasiveness of arguments.
4. Number of arguments.

Task 2 (diagnostic). (10 points)

What are the main functions of advertising at the macro level and at the micro level?

Give examples.

Task 3 (heuristic). (20 points)

Build a smart map of product advertising. Formulate the main idea of advertising and the essence of advertising pragmatism. Name the set of values (3) of the advertising product that can be offered to consumers "innovators" to ensure successful marketing activities.

Approved at the meeting of the Department of Marketing. The protocol No.2 of 02.09.»_2024 ____

Examiner
Head of the Marketing Department

DSc. (Sociology), Prof. Nadiia LYSYTSIA
DSc. (Economics), Prof. Liudmyla Grynevich

Assessment criteria

The final points for the exam consist of the sum of points for completing all tasks that are rounded to the nearest whole number according to the rules of mathematics.

The algorithm for solving each problem includes separate stages that differ in complexity, labor intensity and importance for solving the problem. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

Task 1 (stereotyped). (10 points)

For each correct answer – 2 points

Task 2 (diagnostic). (10 points)

- 5 – The functions of advertising at the macro level are named.
- 0 - Macro-level advertising functions are not named.
- 5 - The functions of advertising at the micro level are named.
- 0 - Micro-level advertising functions are not named.

Task 3 (heuristic). (20 points)

- 5 - Built a mind map of product advertising.
- 2 - Partially built intelligence product map.
- 5 - The main idea of advertising is formulated.
- 2 - Keywords are formulated, but there is no idea of advertising.
- 10 - The pragmatism of advertising is defined. Proposed product values in advertising for "innovators" who ensure successful marketing activities.
- 5 - The pragmatism of advertising is defined, but the values of the product are not proposed.

RECOMMENDED LITERATURE

Main

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12. Закон України «Про рекламу». Режим доступу: <https://zakon.rada.gov.ua/laws/show/270/96-%D0%B2%D1%80?lang=en#Text>