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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION

"MOSCOW POLYTECHNIC UNIVERSITY" (MOSCOW POLYTECHNIC UNIVERSITY)

Faculty of Economics and Management

APPROVED BY

FEU Dean

_____ /A. V. Nazarenko/

«27» February 2025

OPERATIONAL PROGRAM OF THE DISCIPLINE

Image Technologies in Business Communication 42.04.01 Advertising and public relations Profile/specialization

Innovative Marketing in Advertising

Qualification
master

Forms of study
full-time

Moscow, 2025

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1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline Image Technologies in Business Communication 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 **42.04.01 Advertising and public relations**

".

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 Image Technologies in Business Communication is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
PC-1 Organization of work on creating and editing content	IPC-1.1 planning work on filling the site, IPC-1.2 prepares tasks for performers, IPC-1.3 distributes work on creating and editing content, IPC-1.4 coordinates the creation and editing of content, IPC-1.5 monitors and evaluates the results of the work, formulates comments, IPC-1.6 documents information about the processes and results of work performed by various performers IPC-1.7 is able to draw up work plans, evaluate their content and the complexity of implementation, depending on qualifications, IPC-1.8 able to work with large amounts of information IPC-1.9 ability to manage project and work documentation IPC-1.10 owns the basic principles and technologies of project management

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:

- - Finance, money circulation and credit;
- Industry economics;
- Risk assessment and analysis;

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

- Marketing research;

- Economic analysis
- 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	
			3	-
1.	Classroom classes	**16**	**16**	-
	including:			
1.1	Lectures	8	8	-
1.2	Seminars/practical classes	8	8	-
1.3	Laboratory classes	-	-	-
2.	Independent work	**92**	**92**	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	21	21	-
2.3	Independent task solving	21	21	-
	Intermediate certification			
	test/ dif. test/ exam		**зачет**	-
	Total	**108**	**108**	-

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. Imageology as a science	18	2	2	-	-	16
2.	Topic 2. Image: essence and attributes	18	1	1	-	-	16
3.	Topic 3. Image-making	18	1	1	-	-	16
4.	Topic 4. Image-building in professional spheres	18	1	1	-	-	16
5.	Topic 5.	18	1	1	-	-	14

	Image Technologies in Business Communicationsoftware						
6.	Topic 6. Corporate image	18	2	2	-	-	14
	Итого	**108**	**8**	**14**	**-**	**-**	**92**

3.3 Content of the discipline

Topic 1. Imagology as a science

The emergence of imagology as a science. Methodological base of ancient thinkers: Confucius, Socrates, Plato. Russian Philosophical School: N.A. Berdyaev, V.V. Verdadsky, V.S. Solovyov. Works of an American economist Stanley Baldwin. The object and subject of imageology. Imagology as an interdisciplinary field of knowledge. Levels of imageology. The main approaches to imageology are psychological, pedagogical, applied, organizational, sociological, and complex. Functions of imagelogy.

Topic 2. Image: essence and attributes

Image: essence and attributes. Terminological diversity of the definition of "image". Categories of image construction. Types of images within the framework of functional and contextual approaches. Corporate and individual image. External and internal image. Image functions.

Topic 3. Image making

Image-making. Principles of image-making. The subject and object of image-making. Strategic goals and tactical tasks of image-making. Basic principles of working on the client's image. The mechanisms of image formation. Principles of perception

of image-making objects by the subjects of society.

Module 2.
Image-building in professional spheres

Topic 4. Personal image
Personal image. The structure of the personal image: archetypes, cultural and social types, roles, personal characteristics of the subject, cultural and social context. Levels of personal image: external and internal. Features of the overall image. Laws of physiognomy. Parameters of the speech image. Necessary aspects of public speaking.

Topic 5. Corporate image
Corporate image. Evolution of the corporate image concept. Levels and components elements of the corporate image: internal and external. The image of the head of the company. Corporate identity. Logo in the corporate communication system. Corporate culture. Corporate image management.

Topic 6. Image of public authorities
The image of public authorities. The technology of constructing the image of power: the image of the head, the image of civil servants, the image of services, external attributes. State information policy. Image strategies.

3.4. Topics of seminars/practical and laboratory classes

3.4.1 Seminars/practical classes

Topic 1. Imagology as a science

The emergence of imagology as a science. Methodological base of ancient thinkers: Confucius, Socrates, Plato. Russian Philosophical School: N.A. Berdyaev, V.V. Verdadsky, V.S. Solovyov. Works of an American economist Stanley Baldwin. The object and subject of imageology.

Imagology as an interdisciplinary field of knowledge. Levels of imageology. The main approaches to imageology are psychological, pedagogical, applied, organizational, sociological, and complex. Functions of imagelogy.

Topic 2. Image: essence and attributes

Image: essence and attributes. Terminological diversity of the definition of "image". Categories of image construction. Types of images within the framework of functional and contextual approaches. Corporate and individual image. External and internal image. Image functions.

Topic 3. Image making

Image-making. Principles of image-making. The subject and object of image-making. Strategic goals and tactical tasks of image-making. Basic principles of working on the client's image. The mechanisms of image formation. Principles of perception of image-making objects by the subjects of society.

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Topic 5. Corporate image

Corporate image. Evolution of the corporate image concept. Levels and components

elements of the corporate image: internal and external. The image of the head of the company.

Corporate identity. Logo in the corporate communication system. Corporate culture. Corporate image management.

Topic 6. Image of public authorities

The image of public authorities. The technology of constructing the image of power: the image

of the head, the image of civil servants, the image of services, external attributes. State information policy. Image strategies.

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. Media planning. 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.: IC
RIOR: 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 Image Technologies in Business Communicationforms 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 " Image Technologies in Business Communication"

The teaching of theoretical (lecture) material on the discipline " Image Technologies in Business Communication" 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 " Image Technologies in Business Communication" 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 " Image Technologies in Business Communication" 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 Image Technologies in Business Communication 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 Image Technologies in Business Communication. 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 Image Technologies in Business Communication takes place in the form of an exam. An approximate list of questions for the exam in the discipline Image Technologies in Business Communication 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
PC-1 Organization of work on creating and editing content	IPC-1.1 planning work on filling the site, IPC-1.2 prepares tasks for performers, IPC-1.3 distributes work on creating and editing content, IPC-1.4 coordinates the creation and editing of content, IPC-1.5 monitors and evaluates the results of the work, formulates comments, IPC-1.6 documents information about the processes and results of work performed by various performers IPC-1.7 is able to draw up work plans, evaluate their content and the complexity of implementation, depending on qualifications, IPC-1.8 able to work with large amounts of information IPC-1.9 ability to manage project and work documentation IPC-1.10 owns the basic principles and technologies of project management

7.2 Шкала и критерии оценивания результатов обучения

7.2.1. Criteria for evaluating the answer to the exam

(formation of competence of the PC-1)

"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-5, indicators of the IUC-5.1, IUC-5.2)

"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-5, indicators of the IUC-5.1, IUC-5.2)

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-5, indicators of the IUC-5.1, IUC-5.2)

Examples of tasks to solve in practical classes:

Tasks for mandatory execution:

Question No. 1. 1. Make a program for collecting information, applying quantitative and qualitative methods to assess the current image of the company.
2. Formulate the basic rules of effective business negotiations (argumentation of your own point of view).
3. Formulate the basic rules and requirements for establishing business relations with partners (acquaintance with potential investors).
4. Formulate the key rules for effective self-presentation.
5. Make a program to identify the factors that determine

consumer demand for products.

Typical complex tasks for the control of acquired possessions:

1. Identify internal and external target audiences when
forming the image of the company/organization.

2. Develop a product promotion concept using
various image technologies.

3. Develop a system of indicators to evaluate the effectiveness
of product promotion activities.

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4. Develop an information collection program to assess the recognition
of the promoted products.

5. Develop an information collection program to assess
customer satisfaction.

6. Develop proposals for adjusting the strategy and
product promotion program.

A list of typical situational tasks and cases for testing skills and
possessions is presented in Appendix 2. A complete list of theoretical questions and
practical tasks in the form of an approved set of examination
tickets is stored at the graduating department.

Answer options:

1. List the requirements for the formulation
of Image Technologies in Business Communicationgoals.

2. List the goals of media planning.

3. List the main features of media planning.

4. Name the types of Image Technologies in Business Communicationaccording to the degree of accuracy.

5. Name the types of Image Technologies in Business Communicationby stages of development.

6. Name the types of Image Technologies in Business Communicationby type of goals.

7. What is a rating? How is the media rating calculated?

8. How to calculate the total rating? Give a definition.

9. What is coverage?

10. How to calculate the sum of ratings for the target audience?

11. How to calculate the number of contacts? Explain the concept.

12. What is the average frequency of contacts? The formula for the calculation.

13. Explain the concept of compliance index. What does it show?

14. What is the channel share?

15.Name the known indicators that characterize
the media carrier, the audience, the impact of the carrier on the audience.

16. Why
is the coverage/frequency approach at the heart of media planning, and not the volume of purchased advertising media?

17. Give examples of possible use of the indicators
"coverage". How does the "frequency" indicator differ from
the "cumulative frequency" indicator?

18. Do you agree that with the achievements of a certain
the number of contacts the effectiveness of the impact feeds?

19. Define the concept of "mediabrif". What is the
purpose of this document?

20. List the issues that should be covered in

the media archive.

Examples of test tasks:

1 What does political management study?

a) Political management studies the patterns, conditions and factors of managerial activity in the field of social business;

b) Political management studies the patterns, conditions and factors of managerial activity in the socio-cultural and spiritual spheres;

c) Political management studies the patterns, conditions and factors of managerial activity in the field of political processes;

d) Political management studies unfair competition and ways to manage fraud in electoral technologies, as well as in the counting of votes.

2 Which of the following types of political management does not exist?

a) Image-making, the creation of a certain image of a political figure;

b) Lobbying at the level of political elites and in the decision-making system;

c) Management of political conflicts;

d) All of these types exist.

3 Is political advertising a tool for managing the electorate?

a) Yes, it is;

b) No, it is not, because advertising is a commercial tool;

c) Yes, it is, but only in the case of mandatory combination with PR and street actions;

d) No, it is not, because there is no political advertising as such.

4 Is speechwriting part of political management?

a) No, it is not, because the speeches of a politician do not affect the behavior of the electorate in any way;

b) Yes, it is, but only if the politician prepares speeches independently, without the help of speechwriters;

c) No, it is not, because the main thing is not the content of speech, but its emotional design, incendiary, gesticulation;

d) Yes, it is, since the verbal, semantic content of a politician's speech is very significant — especially in the case of reprints in the media.

7.3.2. Interim certification

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

Exam questions

Questions for the exam

1. Make a program for collecting information, applying quantitative and qualitative methods to assess the current image of the company.
2. Formulate the basic rules of effective business negotiations (argumentation of your own point of view).
3. Formulate the basic rules and requirements for establishing business relations with partners (acquaintance with potential investors).
4. Formulate the key rules for effective self-presentation.
5. Make a program to identify the factors that determine consumer demand for products.
6. Identify internal and external target audiences when formation of the image of the company / organization.
7. Develop a product promotion concept using various image technologies.
8. Develop a system of indicators to evaluate the effectiveness of product promotion activities.
9. Develop an information collection program to assess the recognition of the promoted products.
10. Develop an information collection program to assess customer satisfaction.
11. Develop proposals for adjusting the strategy and product promotion program.20. The concept of media buying and media selling.
21. Calculation of the forecast rating of the TV channel.
22. Price parameters of media planning, 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 Image Technologies in Business Communication budget: basic models.
25. The problem of acquiring a place for advertising.