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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
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«27» February 2025

OPERATIONAL PROGRAM OF THE DISCIPLINE
International Marketing
Direction of training/specialty
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 " International Marketing" 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 " International Marketing " is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
PC-3. Development, testing, and implementation of innovative goods (services), creation of intangible assets (brands) and their management in the organization	IPC-3.1. develops measures for the introduction of innovative goods (services) IPC-3.2 has the skills to create intangible assets (brands) in the organization and manage them IPC-3.3 develops and implements a set of measures to attract new consumers of goods (services) IPC-3.4 possesses the skills of testing innovative goods (services) when they are introduced to the Russian and international markets IPC-3.5 has the skills to implement and improve the assortment policy of the organization IPC-3.6 conducts communication (advertising) campaigns in the field of goods (services, brands) IPC-3.7 possesses skills development of technical specifications for the creation of the corporate identity of the organization, its brand IPC-3.8 possesses skills implementation of programs to increase consumer loyalty to goods (services, brands) of the organization IPC-3.9 has the skills to preparation of recommendations for making marketing decisions regarding goods (services, brands) IPC-3.10 able to determine the competitive range of goods and services of the organization IPC-3.11 able to test innovative products (services, brands) IPC-3.12 able to create intangible assets (brands) and introduce them to the market

	IPC-3.13 ability to assess the value of an organization's brands IPC-3.14 able to improve the organization's business processes in the field of brand management IPC-3.15 knows how to use project management tools for successful brands IPC-3.16 knows the conceptual apparatus in the field of marketing components of innovations, innovative goods (services), intangible assets (brands) IPC-3.17 knowledge of brand management tools IPC-3.18 knows methods for studying the internal and external market, its potential and development trends IPC-3.19 knows procedures for testing goods (services), intangible assets (brands) IPC-3.20 knows Methods of using applied office programs to perform statistical calculations IPC-3.21 knows methods of using applied office programs for collecting and processing marketing information IPC-3.22 knows regulatory legal acts regulating marketing activities

2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1.2 "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 3 credits (162 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	
			2	-
1.	Classroom classes	**32**	**32**	-
	including:			
1.1	Lectures	16	16	-
1.2	Seminars/practical classes	16	16	-

1.3	Laboratory classes	-	-	-
2.	Independent work	**76**	**76**	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	40	40	-
2.2	Preparing for testing	18	18	-
2.3	Independent task solving	18	18	-
	Intermediate certification			
	test/ dif. test/ exam		**test**	-
	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 The History of Marketing. Main Marketing Definitions and Concepts	14	2	2	-	-	10
2.	Topic 2. International Marketing Environment	14	2	2	-	-	10
3.	Topic 3. Market Research	14	2	2	-	-	10
4.	Topic 4. International Marketing Planning	14	2	2	-	-	10
5.	Topic 5. International Marketing Strategies	14	2	2	-	-	10
6.	Topic 6. The Price Policy of the company in International Marketing	14	2	2	-	-	10
7.	Topic 7. Digital Marketing in the context of the Globalization of markets	14	2	2	-	-	8
8.	Topic 8. International Marketing in 21 Century: Trends and Challenges	10	2	2	-	-	8
	Итого	**108**	**16**	**16**	**-**	**-**	**76**

3.3 Content of the discipline

Topic 1. Basic concepts and definitions of marketing.

The main content of the concept

of international marketing
International marketing: definition and content. Consumer behavior. B2B and B2C markets. The triad "need – need – demand". Marketing mix: 4P/8P concept. Definitions and terminology of international marketing. A company in the context of internationalization: initial positions for analysis.

Topic 2. Segmentation, targeting, positioning
Competitive environment and competitive advantage. Abel's model. Comparative analysis matrices. Types of segmentation. Lifestyle. Targeting on a national and international scale. Using matrix positioning models to assess a competitive position: BCG, CE, McKinsey, MABA. Positioning as the basis of a marketing strategy.USP and ESP. Porter's strategies.

Topic 3. Analysis of the international marketing environment
External and internal marketing environment. Macro and microenvironment of international marketing.
Political and legal environment, their role in international marketing. Analysis of economic trends. Assessment of demographic factors when entering the foreign market. Socio-cultural factors and solutions of international marketing. Technological and natural factors of the international marketing environment. PEST/PESTEL analysis tools, 5 forces Porter and their modification in international marketing.

Topic 4. Research in international marketing
The process of choosing an external market and the direction of marketing research. Types of international marketing research. Sources of information for international marketing activities. Features of primary data collection in foreign markets.

Topic 5. Analysis and development of strategies of companies in the global market
Strategic planning of international marketing activities. SWOT/TOWS analysis. The Ansoff model. Strategic hours. Strategies and forms of the company's penetration into the foreign market. The process of strategy development.Mission vision of the goal.

Topic 6: International marketing strategies
Strategies of international companies. Strategy levels and corporate strategies. Business strategies. Functional strategies. International methods of entering the market. Evaluation of the advantages of various options for entering the market.Organization of international marketing activities. Marketing planning. The structure of the marketing plan.

Topic 7. The company's product policy in international marketing
Directions of product research and product policy in international marketing. Standardization and adaptation of goods in international marketing. International product lifecycle and development of new products.

Topic 8. Pricing and pricing policy of the company in international marketing

Pricing methods and factors of price decision-making for the external market. Types of pricing policy of the company when entering the foreign market. Types of prices on world markets and ways of setting prices. Brief conclusions.

3.4. Topics of seminars/practical and laboratory classes

This course is one of four elective courses in the frames of the undergraduate Minor "International Business". The course is designed as an introduction to the theory and practice of Marketing in international dimension for the students of non-business majors - the bachelor programmes of NRU HSE-St. Petersburg campus. Taking into account the scope of Minor programme the primary objective of this course is to de-liver a concentrated general overview of the main areas of the International Marketing, including marketing concepts, tools and technics.

The course addresses marketing issues faced by international companies caused by complexity of operating across borders. As the rapidly changing world becomes a more complex place to operate it is important to empower students with a hands-on experience to identify marketing possibilities and take advantage of global business opportunities.

The course has emphasis on developing students' analytical, critical and problem solving skills through assignments, problem discussions, interactive lectures and case studies. The students will have opportunity to develop course project in teams. The teamwork will benefit through additional expertise provided by the students of the different educational bachelor programmes that will enhance the marketing planning results and will provide valuable experience of crossdisciplinary approach.

3.4.1 Seminars/practical classes

Topic 1. Introduction to International Marketing

The essence of the concept of international marketing. The main goals, objectives and functions of international marketing. Stages of the formation of international marketing. The relationship of international marketing with other disciplines. The globalization of the economy and the internationalization of entrepreneurship.

Topic 2. Research of the international marketing environment

Features of studying the international marketing environment. Controlled and uncontrolled factors of the international marketing environment. Analysis of economic and the political and legal environment of international marketing. Legal regimes of regulation of foreign economic activity Characteristics of the cultural environment and its role in international marketing.

Topic 3. Marketing research in world markets

The main directions of international marketing research. System collecting international marketing information. Features of the main directions of marketing research in the world markets. Types, evaluation and selection of foreign markets Characteristics of the main methods of marketing research of participants

the international market. Formation of an information and reference system about foreign companies.

Topic 4. International segmentation and strategies for entering foreign markets

Segmentation of foreign target markets. Selection of target segments of foreign markets. The main strategies for selecting target markets abroad. Strategies for penetration into foreign markets. Strategies for the positive preservation of foreign markets. Exit strategies from the foreign market and divestition.

Topic 5. Product policy in international marketing

The concept of export goods in international marketing. Life cycle the product and its types and features in foreign markets. The essence of the export commodity policy. The role of packaging and brand policy in world markets. Service policy in international marketing. Characteristics of the main product strategies in international marketing. The brand and its role in promoting the product to the international market

Topic 6. Pricing in international marketing

Price formation and pricing policy. Types and features of the formation of international prices. Pricing strategies in global markets. Main stages and factors determination of the export price. Formulation of price conditions in international contracts.

Topic 7. The main forms of international sales activity

Definition and essence of international marketing policy. Traditional forms of sales in international marketing: direct and indirect export. The main functions of intermediaries in world trade. Advantages and disadvantages of indirect exports.

The main decisions in the formation of sales channels for foreign trade. The main types of international sales channels.

Topic 8. Promotion policy in international marketing

The role of advertising in international marketing. Features of global advertising. Public relations in international marketing. Promotion of international sales.

The main means of stimulating international sales. International exhibitions and fairs.

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',n'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 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-',b 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 International Marketing forms the competence of the students of the CC-1. In the conditions of designing educational systems based on the principles of the competence approach, there has been a conceptual change in the role of the teacher, who, along with the traditional role of the knowledge carrier, performs the function of the organizer of the student's research work, consultant in the procedures for selecting, processing and interpreting information necessary for practical action and further development, which must necessarily be taken into account when conducting lectures and practical classes in the discipline " International Marketing "

The teaching of theoretical (lecture) material on the discipline " International Marketing " 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 " International Marketing " 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 " International Marketing " 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 International Marketing 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 "Media Planning". 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 International Marketing takes place in the form of an exam. An approximate list of questions for the exam in the discipline International Marketing 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-3. Development, testing, and implementation of innovative goods (services), creation of intangible assets (brands) and their management in the organization	IPC-3.1. develops measures for the introduction of innovative goods (services) IPC-3.2 has the skills to create intangible assets (brands) in the organization and manage them IPC-3.3 develops and implements a set of measures to attract new consumers of goods (services) IPC-3.4 possesses the skills of testing innovative goods (services) when they are introduced to the Russian and international markets IPC-3.5 has the skills to implement and improve the assortment policy of the organization IPC-3.6 conducts communication (advertising) campaigns in the field of goods (services, brands) IPC-3.7 possesses skills development of technical specifications for the creation of the corporate identity of the organization, its brand IPC-3.8 possesses skills implementation of programs to increase consumer loyalty to goods (services, brands) of the organization IPC-3.9 has the skills to preparation of recommendations for making marketing decisions regarding goods (services, brands) IPC-3.10 able to determine the competitive range of goods and services of the organization IPC-3.11 able to test innovative products (services, brands) IPC-3.12 able to create intangible assets (brands) and introduce them to the market IPC-3.13 ability to assess the value of an organization's brands IPC-3.14 able to improve the organization's business processes in the field of brand management IPC-3.15 knows how to use project management tools for successful brands IPC-3.16 knows the conceptual apparatus in the field of marketing components of innovations, innovative goods (services), intangible assets (brands) IPC-3.17 knowledge of brand management tools

	IPC-3.18 knows methods for studying the internal and external market, its potential and development trends IPC-3.19 knows procedures for testing goods (services), intangible assets (brands) IPC-3.20 knows Methods of using applied office programs to perform statistical calculations IPC-3.21 knows methods of using applied office programs for collecting and processing marketing information IPC-3.22 knows regulatory legal acts regulating marketing activities

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-3.)

"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 PC-3.)

"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 PC-3.)

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 PC-3.)

Examples of tasks to solve in practical classes:

Tasks for mandatory execution:

1. The concept of intensification of commercial efforts defines the purpose of marketing activities - to increase sales by:
a) the use of intensive production technologies,
b) sales promotion,
c) customer satisfaction,
d) all answers are correct,
e) there is no right answer
2. Competitiveness is:
a) the highest quality level in the region,
b) the ability of a product to sell itself,
c) the ability of a product to sell itself in comparison with similar goods and services in the region, determined in a specific time period,
d) all answers are correct
e) there is no correct answer.
3. For the interconnection of fluctuations in supply and demand, it is advisable to use:
a) demarketing,
b) synchromarketing,
c) remarketing,
d) advertising,
e) all answers are correct,
f) there is no correct answer.
4. Which of these definitions corresponds to the marketing understanding of the market:

a) The market is the population of this region,
b) The market is a collection of consumers with similar needs,
c) the market is a part of consumers interested in the company's goods,
d) the market is consumers who have the financial capacity to purchase goods,
e) all the answers are correct,
f) there is no correct answer.
5. What is market segmentation:
a) dividing competitors into homogeneous groups,
b) division of consumers into homogeneous groups,
c) division of goods into homogeneous groups,
d) all answers are correct,
e) there is no correct answer.
6. What formula will you use to determine the market capacity:
a) the volume of national production + exports + imports,
b) the volume of national production - export - import,
c) the volume of national production - export + import,
d) the volume of national production + export - import,
e) all the answers are correct.
7. The distribution channel is:
a) a set of individual entities and organizations that make the product available to target customers,
b) own system for the sale of goods and services,
c) wholesale companies,
d) marketing information distribution system
8. The zero-level channel means:
a) rejection of intermediaries,
b) the involvement of intermediaries with minimal implementation costs,
c) the absence of competitors,
d) the involvement of retailers.
9. The marketing information system includes:
a) internal reporting system,
b) a system for collecting external current information,
c) an information processing system,
d) the marketing research system,
e) all the answers are correct,
f) there is no correct answer.
10. In the conditions of what type of market competition the firm is forced to focus on the average market price level and cannot influence it:
a) perfect competition,
b) oligopoly,
c) monopoly,
d) monopolistic competition

Question No. 1. Features of advertising in the press. Characteristics of periodicals: features of the reading audience, subject matter, circulation, distribution region, periodicity of publication, color, design, parameters of perception of print media among the target audience. Types of advertising in newspapers and magazines.
questions

1. Specify the types of periodicals you know. How
do their characteristics affect the nature of their use
as media carriers?
2. Do the layout technology and
the place of advertising material in the publication affect the level of memorability? Prove it with your
own examples.
3. What is the difference between advertising in newspapers and
magazines?
4. List and describe advertising services in the press.
5. What influences the determination of the cost of advertising in print media
Mass media?
6. Advertising on the radio.
The radio station, its format and characteristics.
Genres of radio advertising. Forms of radio advertising. Basic media indicators
for evaluating the effectiveness of advertising on the radio.
Question No. 2. Advertising strategy in the media:
budget planning. General principles of determining
the advertising budget. Tactics of working with the media: distribution
of advertising budgets between advertising media.
Answer options:
1. Give a description of strategic media planning.
2. Give a description of tactical media planning.
3. Give a description of operational media planning.:

Question No. 3. Effective media planning. Goals and objectives
of media planning. Requirements for the formulation of goals (SMART).
Stages of media planning. Possibilities
of the International Marketing methodology. Types of International Marketing by degree
of accuracy, by stages of development, by types of goals. The concept
of a target and its types. The concept of the rating of the advertising
message carrier. Audience reach and frequency of advertising contacts:
the main parameters. Factors of the minimum frequency of contacts with
advertising. Mediabrif. Components of the media tariff.

Answer options:

1. List the requirements for the formulation
of International Marketing goals.
2. List the goals of media planning.
3. List the main features of media planning.
4. Name the types of International Marketing according to the degree of accuracy.
5. Name the types of International Marketing by stages of development.
6. Name the types of International Marketing by 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:

Test 2

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

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

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

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

5. The most important means of dissemination of information and advertising in the ancient states of the world were:

A) glossed
B) sellers
C) consumers
(D) Public authorities
E) buyers

6. Which ancient city brought to us more than 1.5 thousand different advertisements, quite similar to modern advertising

A) Pompey
B) Rome
(C) Egypt
(D) Mesopotamia
(E) Greece

7. Where advertising writing was combined with samples of monumental inscriptions

A) in the East
(B) Asia
C) Europe
D) America
(E) Africa

8. What does advertising mean in Latin

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

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

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

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

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

11. Advertising in the press includes

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

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

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

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

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

14. The customer of the advertisement is:

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

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

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

16. The advertising process is:

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

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

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

18. The main task of exhortatory advertising is:

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

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

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

20. Advertising in which there is false information is:

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

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

A) unethical advertising
B) false advertising
C) unfair advertising
D) exhortatory advertising
E) a reminder advertisement

22. After coding, the idea is not embodied:

A) in mental images
B) in graphs
C) in phrases
D) all options are correct
E) No

23. The non-personal nature of advertising shows:

A) appeal with one sentence to a wide consumer audience
B) identification of the advertiser's name
C) low image of the advertiser
D) unknown mailing address of the advertiser
E) anonymity of the person preparing the advertising appeal

24. The active application of the achievements of what science has brought the practice of modern advertising to a new level

A) psychology
B) mathematics
C) Medicine
D) biology
E) Stories

25. The economic basis of advertising activity is:

A) the level of economic development of production
B) the advertiser's need to sell the product
C) commodity market
D) development of banking
E) non-commercial activities

26. With the advent of what begins a qualitative leap in the development of advertising
A) book printing
B) the alphabet
C) educational institutions
D) papyrus
E) ancient authors

27. For what purpose did the ancient artisans put a special stamp on their products
A) took care of their reputation and advertising
B) in order to distinguish their products from the products of other artisans
C) thus attracted the attention of buyers
D) created a kind of "brand" for their product
E) there is no correct answer

28. What are special holographic films
A) transparent, sunlight-permeable, and work in daylight;
B) project an image or video from one projector to both sides;
C) are pasted on glass showcases;
D) a cut film applied to transparent acrylic when projecting videos or slide shows onto it;
E) all options are not correct.
29. What were the names of advertisements placed on specially built wall walls
A) ambulances
B) advertising signs
C) graffiti
D) papyri
E) posters

30. The social sphere of advertising activity includes:
A) Economy
B) Repair
C) Medicine
D) Tourism
(E) Education

31. The social sphere of advertising activity includes:
A) Household services
B) Production
C) Marriage announcement
D) The press
E) No response

32. What features of bona fide advertising should be inherent in commercial advertising
A) All answers are correct
B) Truthfulness
C) Specificity
(D) Focus
(E) Humanity

33. Truthfulness is:

A) A trait obliging the organizer of the advertising event to provide information about the goods

B) Expressed in convincing arguments and numerical data

C) Based on the latest achievements of various sciences and technical process

D) There is no correct answer

E) All answers are correct

34. The correct statement of advertising is:

A) suggestion implies that people have the ability to accept information based on the prestige of sources

B) suggestion-a method of influence designed for uncritical perception of messages

C) the essence of primary suggestibility is reduced to the willingness to agree with information on the basis of uncritical perception

D) prestigious suggestibility-change of opinion under the influence of information received from a highly authoritative source

E) there is no correct answer

35. The first link in the chain of the mechanism of psychological impact of advertising is

A) attracting attention

B) decision-making

C) Persuasion

D) expression of emotions

E) action (making a purchase)

36. What plays an important role in the perception process

A) the amount of attention

B) contrast of advertising colors

C) background music of the advertisement

D) interruptions in the transmission of the message

E) there is no correct answer

37. What does not act as an irritant, causing involuntary attention to the appearance or properties of the advertising medium

A) image

B) dynamism

C) intensity

D) Contrast

E) size

38. Specify the non-characteristic features of advertising:

A) The ability to

B) Truthfulness

C) Specificity

(D) Focus

(E) Humanity

39. Does not apply to branded packaging materials:

A) color signage

B) branded plastic bags

C) branded packaging paper

D) boxes for gifts and souvenirs

E) no response

40. Choose the correct statement that characterizes external factors:
A) everything that is happening around you at the moment
B) everything that happens inside you at the same moment
C) it may be your attitude, your attitude to various things
D) health status
E) there is no correct answer

41. What should not be a billboard placed by the road to be more competitive and attract the attention of passers-by
A) with dull shades of color
B) bright
C) catchy
D) glowing
E) with original contours

42. When doing what, the effect of advertising stimuli is not taken into account
A) road signs
B) posters
C) panel
D) posters
E) there is no correct answer

43. What gives the product additional psychological values that were an effective means of suggestion
A) performances of popular actors
B) consumer properties of the product
C) probability of demand for the product
D) all answers are correct
E) there is no correct answer

44. Which method is objective in forming public opinion through mass communication channels
A) convince
B) force
C) request
D) beckon
E) blackmail

45. What should not be resorted to when addressing a potential consumer
A) imperative mood
B) persuasion
C) Request
D) agreement
E) beckoning maneuvers

7.3.2. Interim certification
(formation of competence of the PC-3.)

Exam questions

Questions for the exam

1 Fundamentals of valuation of innovative enterprises.

2 Time estimation of cash flows.

3 Methodological foundations of the assessment of innovative enterprises.

4 The concept of IA and IS.

5 Features of determining the value of assets of innovative enterprises.

6 Valuation of intellectual property.

7 Evaluation of the value of intellectual property by a costly approach.

8 Evaluation of the value of intellectual property by a comparative (market) approach.

9 Valuation of intellectual property by a profitable approach.

10 Final agreement of the data obtained as a result of calculations using three approaches.

11 Accounting of intellectual property objects as intangible assets.

12 Characteristics entities operating in the market and interested in evaluation.

13 Types of cost. The concept of market value.

14 Study of factors affecting the cost of evaluation.

15 The concept, classification and legal protection of intellectual property.

16 The concept of intellectual property. Objects of industrial property. Basic concepts and principles of intellectual property valuation.

17 Features of determining the value of intellectual property property. Problems of valuation of intangible assets and intellectual property objects.

18 The main approaches and methods of assessing the value of intellectual property. Their classification.

19 Comparison of methods of intellectual property valuation with methods of valuation of other assets.

20 Research and characterization of methods of the cost approach.

21 Features of the application of the market (comparative) approach.

22 Determination of the share in the cost of products attributable to the use of IPOs in it on the example of inventions.

23 Research of methods of the income approach.

24 Royalties and lump-sum payments. The method of "royalty exemption".

25 Final agreement of the data obtained as a result of calculations using three approaches. Various algorithms for final data matching.

26 Fundamentals of accounting for intellectual property in intangible assets.

27 The use of OIS in the financial and economic activities of the enterprise.

28 Taxation of innovative products.