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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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_____ /A. V. Nazarenko/
«27» February 2025

OPERATIONAL PROGRAM OF THE DISCIPLINE

Advertising Technologies in Business Communication

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

Developer(s):

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

The purpose of mastering the discipline "Advertising 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 38.03.01 "Economics".

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

Code and name of competencies	Indicators of competence achievement
OPC-2. Is able to analyze the main trends in the development of public and state institutions for their versatile coverage in the media texts and (or) media products and (or) communication products being created	IOPC-2.1 Knows the specifics of managing the process of protecting the results of intellectual activity and the impact of this process on the efficiency of the company; IOPC-2.2 Is able to make management decisions based on various forms and technologies of protection of the results of intellectual activity of the enterprise; IOPC-2.3 Has the skills of practical application of forms and technologies for the protection of the results of intellectual activity.

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:

- Cross-Cultural Analysis in Professional Activity

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

- Effectiveness of Advertising and Public Relations;
- Current Problems of Management in the Field of Advertising and Public Rela;
- Advertising Technologies in Business Communication;
- Marketing research;
- Innovative Marketing
- 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	**36**	**32**	-
	including:			
1.1	Lectures	18	18	-
1.2	Seminars/practical classes	18	18	-
1.3	Laboratory classes	-	-	-
2.	Independent work	**108**	**108**	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	29	29	-
2.3	Independent task solving	29	29	-
	Intermediate certification			
	test/ dif. test/ exam		**test**	-
	Total	**114**	**144**	-

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 advertising in the marketing communication system.	24	3	3	-	-	18
2.	Topic 2. Psychological aspects of the use of technology in advertising and public relations.	24	3	3	-	-	18
3.	Topic 3 PR technologies: varieties and basic tools	24	3	3	-	-	18
4.	Topic 4 Creative technologies in advertising and CO.	24	3	3	-	-	18
5.	Topic 5 Advertising and CO technologies in state, public, commercial structures, mass media, in the social sphere, politics, economics, production, trade, science, culture, sports	24	3	3	-	-	18
6.	Topic 6 Effectiveness of advertising and PR events	24	3	3	-	-	18
	Итого	**144**	**18**	**18**	**-**	**-**	**108**

3.3 Content of the discipline

Topic 1. PR and advertising in the marketing communication system.
Public relations: a variety of definitions and concepts. Principles of public relations.
PR functions. Political advertising as a form of communication. The subject, subject and object of advertising. The difference between different types of advertising. Methods of advertising activity. Classification of advertising by the channel of its perception by the addressee (K. Johnson-Carty, J. Copeland): visual, auditory, audio-visual. Classification of advertising
depending on the strength of the impact on the audience. Functional typology of advertising F. Kottler. Informational and communicative functions of advertising. Agitation and propaganda.
Public Relations: a variety of definitions and concepts. Principles of public relations.
PR functions. Political advertising as a form of communication. The subject, subject and object of advertising. The difference between different types of advertising. Methods of advertising activity. Classification of advertising by the channel of its perception by the addressee (K. Johnson-Carty, J. Copeland): visual, auditory, audio-visual. Classification of advertising
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depending on the strength of the impact on the audience. Functional typology of advertising F. Kottler. Informational and communicative functions of advertising. Agitation and propaganda.

Topic 2. Psychological aspects of the use of technology in advertising and public relations.

Psychological aspects of text and image perception in advertising and
public relations. The simplest techniques of neuro-linguistic programming.
Psychological effects and manipulation techniques of modern media. Psychological aspects of propaganda. Methods of manipulation of the Russian media. The effectiveness of television advertising and propaganda. Psychological features of radio advertising. Examples of manipulation of the consciousness of foreign media. Psychological aspects of the use of music in
public relations and advertising. The basic principles of the impact of music on a person.
The use of music in advertising. Audio branding.

Psychological aspects of text and image perception in advertising and
public relations. The simplest techniques of neuro-linguistic programming.
Psychological effects and manipulation techniques of modern media. Psychological aspects of propaganda. Methods of manipulation of the Russian media. The effectiveness of television advertising and propaganda. Psychological features of radio advertising. Examples of manipulation of the consciousness of foreign media. Psychological aspects of the use of music in
public relations and advertising. The basic principles of the impact of music on a person.
The use of music in advertising. Audio branding.

Topic 3. PR technologies: Varieties and basic tools
Political technologies. Economic campaigns: PR as a way to increase
investment attractiveness. Social campaigns: sponsorship and fundraising.
Environmental PR. Modular technologies in the implementation of PR projects. Business PR technologies.
Information PR technologies. Basic tools of PR technologies. Benchmarking. Life

Placement. Storytelling. Rumors in PR campaigns of organizations. Crowd management as a PR tool. Conducting image events in the context of PR support.

Political technologies. Economic campaigns: PR as a way to increase investment attractiveness. Social campaigns: sponsorship and fundraising. Environmental PR. Modular technologies in the implementation of PR projects. Business PR technologies.
Information PR technologies. Basic tools of PR technologies. Benchmarking. Life
Placement. Storytelling. Rumors in PR campaigns of organizations. Crowd management as a PR tool. Conducting image events in the context of PR support.

Political technologies. Economic campaigns: PR as a way to increase investment attractiveness. Social campaigns: sponsorship and fundraising. Environmental PR. Modular technologies in the implementation of PR projects. Business PR technologies.
Information PR technologies. Basic tools of PR technologies. Benchmarking. Life
Placement. Storytelling. Rumors in PR campaigns of organizations. Crowd management as a PR tool. Conducting image events in the context of PR support.
Topic 4. Creative technologies in advertising and CO.
Creative in advertising. Creative technologies. The components of creativity. The structure of the creative.
The creation of complex projects consists of the following stages: Preliminary development and research of various approaches. Marketing, advertising and display strategies. Advertising campaign, advertising messages and appeals. Scenario, sketch and design development. Technological development, budgeting and implementation planning.

Creative in advertising. Creative technologies. The components of creativity. The structure of the creative.
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Creative in advertising. Creative technologies. The components of creativity. The structure of the creative.
The creation of complex projects consists of the following stages: Preliminary development and research of various approaches. Marketing, advertising and display strategies. Advertising campaign, advertising messages and appeals. Scenario, sketch and design development. Technological development, budgeting and implementation planning.
Topic 5. Advertising and CO technologies in state, public, commercial structures, mass media, in the social sphere, in the sphere of politics, economics, production, trade, science, culture, sports

Political technologies. Building political technologies. Selective technologies and PR technologies in the election campaign. Modern electoral technologies in the field of public relations. Economic campaigns. PR as a way to increase investment attractiveness. Public relations in the stock market, in the real sector of the economy and their subjects. Investment attractiveness of the company. Investment attractiveness of the region. The role of PR in the IPO process: information and analytical preparation of the issue of securities, their placement. Social campaigns. Sponsorship: advantages; grounds for allocating funds.

Charity. Organization and holding of cultural events.
Long-term social programs. Social PR in the field of culture. Fundraising: how
to motivate a sponsor; preparation of documents and models. Sponsorship package. Negotiations with a potential sponsor. A problem?breeding? sponsors. The Code of Ethics
of the fundraiser. Features of PR technologies in the information market. Blogs and the blogosphere as a new field for PR technologies: forum, chat, bulletin board, corporate blogs.
Advertising and CO technologies in science and culture. Features
of public relations and advertising technologies in the field of science, education and culture. The specifics
of the implementation of PR activities in the field of education. PR in the market of modern
fine art. The specifics of PR in the field of music. PR technologies in the domestic
film distribution. Public relations in publishing. Advertising and CO technologies in sports.
Popularization of power sports by means of PR PR-promotion strategy
yoga.Specifics of PR activities in the field of fitness services
Political technologies. Building political technologies. Selective technologies and
PR technologies in the election campaign. Modern electoral technologies in the field
of public relations. Economic campaigns. PR as a way to increase
investment attractiveness. Public relations in the stock market, in
the real sector of the economy and their subjects. Investment attractiveness of the company.
Investment attractiveness of the region. The role of PR in the IPO process:
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of the implementation of PR activities in the field of education. PR in the market of modern
fine art. The specifics of PR in the field of music. PR technologies in the domestic
film distribution. Public relations in publishing. Advertising and CO technologies in sports.
Popularization of power sports by means of PR PR-promotion strategy
yoga.Specifics of PR activities in the field of fitness services
Topic 6. Effectiveness of advertising and PR events
A model for evaluating PR effectiveness according to T. Watson. The evaluation model of the Association of American
Marketers. Other options for evaluating effectiveness. Stages of performance evaluation
PR campaigns. Evaluation of the effectiveness of advertising campaigns.

A model for evaluating PR effectiveness according to T. Watson. Evaluation model of the Association of American

3.4. Topics of seminars/practical and laboratory classes

3.4.1 Seminars/practical classes

Discussions:
Topic 1. The advertising in the marketing communication system.
Topic 2. Psychological aspects of the use of technology in advertising and public relations.

Topic 3 PR technologies: varieties and basic tools
Topic 4 Creative technologies in advertising and CO.
Topic 5 Advertising and CO technologies in state, public, commercial structures, mass media, in the social sphere, politics, economics, production, trade, science, culture, sports
Topic 6 Effectiveness of advertising and PR events

.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 1. Emikh N.A.Cultural paradigm of modern education: Philosophical and anthropological foundations [Electronic resource] / Emikh N.A. - M. : Logos, 2020. -

2. Babynina T.F. Methodology and methodology of psychological and pedagogical research [Electronic resource]: seminar and laboratory classes on the course. Textbook for students of the Faculty of preschool education / Babynina T.F.— Electron. text data.— Naberezhnye Chelny: Naberezhnye Chelny Institute of Socio-Pedagogical Technologies and Resources, 2019.— 100 p.— Access mode: http://www.iprbookshop.ru/29881 .

3. Algazina N.V. Preparation and defense of the final qualifying work of the master (master's thesis) [Electronic resource]: educational and methodological manual/ Algazina N.V., Prudovskaya O.Yu.- Electron. text data.— Omsk: Omsk State Institute of Service, 2022.— 103 p.— Access mode: http://www.iprbookshop.ru/32790 .

4. Pedagogical theories and systems: studies. The manual/ author-compiled by E.N.Seliverstova, L.I. Bogomolova, E.Y. Rogacheva; under the general editorship of E.N. Seliverstova, - Vladimir: VlSU, 2021. (VlSU Library)

4.3 Additional literature

Fundamentals of scientific work and methodology of dissertation research [Electronic resource]: monograph/ G.I. Andrev [et al.].— Electron. text data.— M.: Finance and Statistics, 2012.— 296 p.— Access mode: http://www.iprbookshop.ru/12439

Galaktionova L.V. Educational and methodological foundations of the preparation of the final qualifying work [Electronic resource]: textbook for students/ Galaktionova L.V., Rusanov A.M., Vasilchenko A.V.— Electron. text data.— Orenburg: Orenburg State University, EBS DIA, 2014.— 98 p.— Access mode: http://www.iprbookshop.ru/33662 .

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 Advertising Technologies in Business Communication 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 " Advertising Technologies in Business Communication "

The teaching of theoretical (lecture) material on the discipline " Advertising 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 " Advertising 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 " Advertising 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 "Advertising 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 "Advertising 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 "Advertising Technologies in Business Communication" takes place in the form of an exam. An approximate list of questions for the exam in the discipline "Advertising 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
OPC-2. Is able to analyze the main trends in the development of public and state institutions for their versatile coverage in the media texts and (or) media products and (or) communication products being created	IOPC-2.1 Knows the specifics of managing the process of protecting the results of intellectual activity and the impact of this process on the efficiency of the company; IOPC-2.2 Is able to make management decisions based on various forms and technologies of protection of the results of intellectual activity of the enterprise; IOPC-2.3 Has the skills of practical application of forms and technologies for the protection of the results of intellectual activity.

7.2 Шкала и критерии оценивания результатов обучения

7.2.1. Criteria for evaluating the answer to the exam

(formation of competence of the OPC-2, indicators of the OPC-2.1, OPC-2.2)

"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 OPC-2, indicators of the OPC-2.1, OPC-2.2)

"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 OPC-2, indicators of the OPC-2.1, OPC-2.2)

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 OPC-2, indicators of the OPC-2.1, OPC-2.2)

Examples of tasks to solve in practical classes:

Tasks for mandatory execution:

Task # 1

Until the beginning of 1980, the Coca-Cola company allowed the use of its name exclusively only for a well-known soft drink. For many years, she sold her drink only in 0.33 bottles liters.

How many types of Coca-Cola drink can be found on sale today, and in what container is it poured?

What other brands of soft drinks does this company produce today?

Task # 2

Give 5 examples of ethical and unethical advertising found on various information media (mass media, outdoor billboards, indoor advertising, etc.)?

How, in your opinion, does it generally affect the culture of the nation?

Task # 3

Explain this situation: two people are exposed to the same advertisement, one of them pays attention to it and carefully examines it, and the other simply does not notice why?

Examples of test tasks:

1. Advertising is:

A) a system of incentive measures and techniques, usually of a short–term nature and aimed at
encouraging the purchase or sale of goods;
B) an oral presentation of the product during a conversation with one or more potential buyers for the purpose of selling
the product or service;
C) information disseminated in any form by any means about an individual or legal entity,
goods, ideas and undertakings, which is intended for an indefinite circle of persons and is designed to form or
maintain interest in them;
D) the operational process of delivering the necessary information about the product.

2. The main objectives of advertising include:
A) prestigious, commercial and non-commercial;
B) informative, commercial and non-commercial;
C) stimulating, prestigious and commercial;
D) informative, psychological and prestigious.

3. What types of trade are advertised as direct marketing:
A) catalog trading;
B) through the warehouses of the distribution company;
C) sale through vending machines;
D) telephone sales;
E) stock trading.

4. A marketing activity tool aimed at accelerating commodity exchange between producers, sellers and consumers
A) PR;
B) image advertising;
C) social advertising;
D) direct marketing;
E) product advertising.

5. Advertising distributor is a legal or natural person who carries out the placement and (or) distribution of advertising information:
A) by paying (financing) the services of the appropriate means of distributing advertising information;
B) in the means of advertising distribution determined by the advertiser;
C) by providing and (or) using property (technical means of radio, television broadcasting, communication channels, airtime, etc.);
D) by selling and (or) putting into temporary use of property (technical means of radio, television
broadcasting, communication channels, airtime, etc.).

6. The target impact group (target audience) is:

A) the totality of advertising agency employees involved in the delivery and planning of an advertising

campaign;

B) actual and potential consumers of advertising products;

C) the category of persons to whom advertising information in its various forms is primarily directed;

D) actual and potential buyers of the advertised product.

7. Advertising designed to create a favorable image of a product or company in the minds of a wide range of people:

A) in-house advertising;

B) commercial and retail advertising;

C) stability advertising;

D) image advertising;

E) brand advertising.

8. An advertising campaign is:

A) a company professionally engaged in advertising activities;

B) the process of promoting advertising information from the advertiser to the advertiser, mediated by the participation

of an advertising agency and advertising distribution media;

C) a systematic process of producing advertising materials and conducting promotional events;

D) a set of promotional activities developed in accordance with the marketing program, united by one goal and

aimed at any market segment.

9. An advertising campaign is called targeted if:

A) it pursues the goal of constantly increasing the intensity of the advertising impact;

B) the advertiser uses only one specific type of advertising activity;

C) it is aimed at a certain group of target impact;

D) as a result of its implementation, the task of significantly increasing sales can be realized

Test 2

1. Finish sentence

1. The role of advertising in the life of society (current state).
2. The history of the development and evolution of advertising.
3. The concept and essence of advertising. Types of advertising.
4. The regulatory framework of the advertising business in Russia.
5. Organization of advertising activities at the company.
6. Advertising market research (on the example of a specific market).
7. Image advertising and its components.
8. Creating brands.
9. The basic principles of building an advertising appeal.
10. Psychological mechanisms of advertising influence.
11. The use of motives in advertising.

12. Stereotypes affecting the characteristics of advertising.
13. The meaning of color in advertising.
14. Font in advertising. Types of fonts.
15. The role and place of advertising in the press. Its types.
16. NLP methods in advertising.
17. Main characteristics of printed mass media.
18. The content and design of the advertisement.
19. The meaning and features of radio advertising.
20. Television advertising: features, types, techniques of creation.
21. Direct mail advertising and its advantages.
22. Advertising at exhibitions. Goals and objectives of participation in exhibitions.
23. Planning and organization of an advertising campaign.
24. Advertising at the point of sale as an important sales promotion tool.
25. Advertising budget planning: factors, methods.
26. Methods and techniques for evaluating the effectiveness of advertising.
27. Outdoor advertising. Requirements for outdoor advertising placement.
28. Advertising agencies and their structure.
29. Social and political advertising.
30. The concept of "public relations" and its components.

7.3.2. Interim certification

(formation of competence of the OPC-2, indicators of the OPC-2.1, OPC-2.2)

Exam questions

1. The formation of public relations in modern Russia
2. PR in crisis management
3. PR consulting: clients, services, budget, documentation
4. PR: Business, state and society in modern Russia
5. PR research. PR planning
6. PR management and PR consulting: advantages and disadvantages
7. Analysis of the situation in the PR project
8. Types of public speech. Technology of preparation for public speaking.
9. In-house media
10. Government and business: Russian specifics
11. Indicators for evaluating the effectiveness of the press service
12. PR information support
13. History of public relations in Western Europe
14. History of public relations in the USA
12
15. Correct argumentation techniques.
16. Creative technologies in PR
17. Culture of business argumentation. Logical structure and types of argumentation: dispute, discussion, polemic.
18. Personal contacts in PR in business
19. Material and technical support of PR
20. Methods of forming business ethics
21. Models of public relations (according to J. Grunigu)
22. Writing the text of a public speech. Organization of the performance.

23. Incorrect argumentation techniques. Techniques for dealing with incorrect argumentation.
24. Moral norms and principles of business ethics
25. Definition of public relations
26. Defining goals and target groups in a PR project
27. Organizational arrangements for the media
28. Organization and management of PR
29. The main activities of a PR specialist in the internal and external environment of the organization
30. Features of the Internet for PR
31. Features of the press for PR
32. Radio features for PR
33. Features of television for PR
34. Evaluation of the effectiveness of PR actions and communications
35. Public relations and marketing
36. Public relations and promotion of goods and services
37. Public relations and propaganda
38. Public relations and advertising
39. Public relations as part of strategic management. PR and problem management.
40. Paradoxical features of collectivism and liberalism in Russia
41. Training and professional status of PR workers
42. Legal regulation of PR
43. Press release
44. The problem of PR effectiveness. Types of efficiency.
45. Development of a program of PR actions and PR communications
46. Implementation of PR actions and PR communications
47. The role and importance of business ethics
48. Freedom and justice in business
49. Social responsibility, business ethics
50. Socio-cultural significance of business activity
51. Special events in PR: exhibitions, conferences, presentations
52. Structure and functional responsibilities of the PR department of the organization
53. The structure of the organization's image
54. Requirements for PR specialists
55. Levels of efficiency. Performance indicators
56. Oral speech. Preparation of texts of public speeches (speechwriting)
57. Image formation in the practice of public relations
58. Forms of social responsibility, social investments of business and PR
59. Ethics of public relations. Professional codes of PR
60. Ethics of modern business and PR