

**MINISTRY OF EDUCATION AND SCIENCE OF RUSSIA**

**Federal State Budget educational Establishment of Higher Education**

**" RUSSIAN STATE UNIVERSITY FOR THE HUMANITIES"  
(RSUH)**

**Department of Marketing and Advertising**

**COMMUNICATION STRATEGY DEVELOPMENT  
(IN ENGLISH)**

**Course program**

**Educational direction 38.04.02 "Management" Master's program "Digital marketing"**

**Graduate qualification: Master**

**Form of education – full-time**

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## **COMMUNICATION STRATEGY DEVELOPMENT**

Course program

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APPROVED

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## **COURSE PROGRAM**

### **1. EXPLANATORY NOTE**

#### **1.1. Purpose and objectives of the discipline**

The purpose of the discipline: the formation of a knowledge system that will help students in the future to use strategic planning of marketing communications as an effective tool for marketing and commercial activities within commercial organizations, as well as teaching basic principles of planning communication campaigns.

The main tasks solved in the process of studying the discipline include:

Formation of students' strategic and systematic approach to planning marketing communications.

Formation of knowledge about the main stages of the strategic planning process.

Formation of data analysis skills in strategic communications planning.

Formation of practical skills for developing a communication strategy.

1.2. Formed competences, as well as a list of planned learning outcomes in a discipline (module) (knowledge, skills) formulated in a competence format

Discipline (module) is aimed at the formation of the following competencies:

- PK-6
- PK-1

#### **Know:**

- the main stages of communication planning;
- principles and concepts used at each stage;
- methods for effective search and analysis of information in accordance with specified criteria;
- terminology and basic approaches used in strategic communications planning

#### **Be able to:**

- carry out a preliminary selection and analysis of data necessary for the preparation of strategic recommendations for the promotion of the brand;
- develop communication strategies at a basic level, taking into account the specifics of the brand and the target audience;
- formulate your ideas within the framework of communication strategies, including in English and for English-speaking audience,

#### **Own:**

- special terminology, including in English;
- the basic principles of strategic planning of advertising and marketing communications;
- skills to develop brand communication strategies.

### 1.3. Place of the course in the structure of the main educational program

The course “Developing a communication strategy (in English)” is a discipline for choosing a curriculum in the direction of preparation (specialty) Management (Marketing).

In order to master the discipline, competences are needed that are formed during the study of the following disciplines and practical training: Modern concepts and problems of Russian management

Marketing management

Marketing and marketing consulting

Methods of marketing research

Project management in marketing

Management of integrated marketing communications

International marketing

As a result of mastering the discipline, the competences are formed that are necessary for studying the following disciplines and passing the practice:

Marketing audit

Primary professional skills obtaining practice

Technological practice

Pre-diploma practice

Scientific-research work

State final attestation

## 2. COURSE STRUCTURE

### *Course structure for full-time form*

*The total complexity of the discipline Б1.Б.ДБ.06.01 is 2 credit units, 72 hours, including contact work of students with a teacher 20 hours, independent work of students 52 hours.*

#	Section of the course	Semester	Week	Types of work	Forms of ongoing monitoring of progress (by semester weeks) Interim

							certification form (by semester)
				Lectures	Practice	Independent work	
1.	The concept of communication strategy. Development of a strategic direction in the advertising business.	3	1, 10	2			Interview
2.	Existing approaches and models of strategic planning of advertising campaigns	3	2, 11	4			Interview
3.	The main stages of developing a communication strategy.	3	3, 12		2	10	Discussion
4.	Brand strategy development	3	4, 13		4	14	Interview
5.	Creative strategy development	3	5, 14		4	14	Discussion
6.	Media strategy development	3	6, 15		4	14	Discussion
	Intermediate attestation			6	14	52	Test

### 3. COURSE CONTENTS

#### **TOPIC 1. The concept of communication strategy. Development of a strategic direction in the advertising business.**

The concept of strategic planning of advertising campaigns. The role of strategic planning in the modern advertising process. The development of strategic planning and advertising communications. Allocation of strategic planning in an independent discipline.

The main market participants are media and creative agencies, sellers (sellers of advertising opportunities), advertising and marketing departments of advertisers, government regulators. The interaction of the main participants. Advertising agencies: definition, functions, structure.

Comparison of workflow and functions of media and creative agencies. The main departments (planning, buying, research) agencies. Agency duty cycle. Differences strategy and tactics of the campaign.

The history of the development of agencies, the process of dividing full-cycle agencies into media and creative ones. Major global and Russian advertising groups, leading agencies.

## **TOPIC 2. Existing approaches and models of strategic planning of advertising campaigns**

Features of various types of communication.

Integrated marketing communications: concept, specificity. Existing models of integrated marketing communications: the model F. Kitchen and D. Schultz, the model A. V. Arlantsev and E. V. Popov, the three-stage model of the IMC and other approaches.

Classification of advertising campaigns and strategies (by the level of audience involvement, the division into informational and transformational campaigns). Rossiter-Percy Matrix.

## **TOPIC 3. The main stages of developing a communication strategy.**

Key stages in developing a communication strategy:

- definition of goals and objectives of communication
- choice of strategy type and general approach
- definition of a complex of communications and its structure;
- development and approval of the budget;
- analysis of results.

Classification of communication objectives. Marketing, communication, creative and media tasks, their specifics and differences.

Types of communication strategies and their choice.

Approaches to determining the effective budget of the campaign (percentage of past and projected sales, the minimum acceptable, by analogy with competitors, based on the objectives of the campaign, on the basis of matching market share and share in the total rating, based on plans for individual media, etc.) . Methods and algorithms for budget estimation. Principles of campaign budget optimization.

The initial stages of strategic planning: analysis of the initial information and brief, analysis of the market and activity of competitors, determination of the target audience.

The main blocks of advertising campaign strategy. Differentiation of marketing, communication, media tasks. Components of the strategy (5M) and the main subject areas of media planning (brand, media and consumer). The definition of the media feed, its structure. The tasks of the

brief. Mandatory elements of the brief. Typology of campaign objectives. Tasks of the agency at the stage of obtaining brief. The procedure jib.

General analysis of the effectiveness of the activity of competitors: the dynamics of knowledge, brand consumption. Methods of analysis: the use of industrial sources, ad hoc surveys, retail audit, tracking.

Definition of the target audience. The importance of understanding the target audience in marketing and advertising. Elements of the analysis of the target audience (demographics, specificity of consumption and attitudes to the brand and category, psychographics, lifestyle, media preferences).

Analysis of consumer preferences: factors of choice of category and brand, barriers, their connection with communication channels.

Drawing up a psychological and conceptual portrait of the audience

#### **TOPIC 4. Brand strategy development**

Analysis and understanding of the market situation. Evaluation of trends in the development of the category and the market as a whole. Determination of the competitive base of the brand. The role of the macroeconomic situation in the promotion of the brand.

Use of information about the market situation in the planning process: analysis, interpretation, conclusions for the subsequent development of the strategy. Market potential, its analysis and forecast. Analysis of market share, sales, brand knowledge, consumption levels and audience loyalty. Interpretation of the dynamics of consumption for the category as a whole. Analysis of the positioning of major competitors, market map.

Potential for brand growth and its use when planning a campaign. Product life cycle.

Evaluation of the challenges facing the brand. Identification of key areas for brand development. Brand positioning.

#### **TOPIC 5. Creative strategy development**

Model of brand perception by the target audience. Strategic formation of the brand image based on the model of brand perception by the target audience. Development of brand elements. The key creative idea as the basis of consumer communication with the brand.

Analysis of strategic decisions of competitors: campaign geography, periods, target audiences, media choice.

Interpretation of advertising messages and conclusions (understanding of the target audiences of competitors, positioning). Analysis of tactical decisions.



## TOPIC 6. Media strategy development

The general idea of the campaign as a link between its elements.

Effective translation of communication tasks in media tasks.

The choice of media channels for advertising is the advantages and disadvantages of various media, depending on the objectives of the advertising campaign.

Formulation of media tasks in terms of campaign weight, coverage, frequency.

The primary criteria for selecting a communication channel. Secondary selection criteria.

Classification of communication channels in terms of audience characteristics and compliance with the general objectives of the campaign.

The advantages and disadvantages of each channel of communication in terms of the challenges facing the media implanter (national and regional TV, sponsorship, magazines, newspapers, outdoor advertising, radio, Internet, cinemas and others).

Other communication channels, their advantages and disadvantages: direct mailing, social networks and blogs, recommendations, advertising in points of sale, etc.

Prioritization via communication channels, basic techniques (matrix, pyramid).

Principles for estimating effective frequency and effective coverage. Ostrow matrix, its modifications and software implementations.

Definition of total and campaign weight. Approaches to the evaluation of the campaign's audience indicators (coverage, frequency, weight, compliance index). Worn advertising message.

Select a campaign schedule. The main types of graphs: constant presence, waves, pulsating, and others. Match graphics campaign tasks. Examples

Binding campaign to the process of making a decision about the purchase.

Geographical priorities of the campaign: assessment techniques. BDI and CDI. Factors used to set geographic priorities (macroeconomic, brand specificity, category, target audience, media systems in the region).

Compilation and preliminary assessment of the overall media plan.

## 4. INFORMATIONAL AND EDUCATIONAL TECHNOLOGIES

#	Section title	Types of study	Formed competencies (code of competence is indicated)	Information and educational technology
1	2	3	4	5
1.	The concept of communication strategy. Development of a strategic direction in the	Lecture 1. Independent work	PK-1, PK-6.	Introductory lecture Interview

	advertising business.			
2.	Existing approaches and models of strategic planning of advertising campaigns	Lectures 2-3. Independent work	PK-1, PK-6.	Lecture – visualization Interview
3.	The main stages of developing a communication strategy.	Seminar1 Independent work	PK-1, PK-6.	Lecture – visualization Interview
4.	Brand strategy development	Seminar2-3. Independent work	PK-1, PK-6.	Lecture – visualization Consulting
5.	Creative strategy development	Seminar4-5. Independent work	PK-1, PK-6.	Practice Consulting and homework checking
6.	Media strategy development	Seminar6-7. Independent work	PK-1, PK-6.	Practice Consulting and homework checking

## 5. ASSESSMENT FUND

### FOR THE CURRENT CONTROL OF THE ACHIEVABILITY, INTERMEDIATE CERTIFICATION ON THE RESULTS OF MASTERING THE DISCIPLINE

#### 5.1. The list of competences with an indication of the stages of their formation in the process of mastering the course

The list of competences with an indication of the stages of their formation in the process of mastering the discipline is presented in the form of a table:

#	<i>Supervised discipline sections (module)</i>	<i>Code of the controlled competence (competencies)</i>	<i>Name of the estimated means</i>
1	The concept of communication strategy. Development of a strategic direction in the advertising business.	PK-1, PK-6.	Interview
2	Existing approaches and models of strategic planning of advertising campaigns	PK-1, PK-6.	Interview
3	The main stages of developing a communication strategy.	PK-1, PK-6.	Interview
4	Brand strategy development	PK-1, PK-6.	Consulting

5	Creative strategy development	PK-1, PK-6.	Practice
6	Media strategy development	PK-1, PK-6.	Practice

## 5.2. Methodological materials defining the procedures for the assessment of knowledge, skills, abilities and / or experience

<i>Form of control</i>	<i>Timing</i>	<i>Max. grades</i>	
		<i>Per one task</i>	<i>Total</i>
<i>Current control:</i> - poll - discussion	<i>10,11,12,13,14,15,16,17 weeks</i>	<i>5 grades</i>	<i>20 grades</i>
	<i>10,11,12,13,14,15,16,17 weeks</i>	<i>5 grades</i>	<i>40 grades</i>
<i>Intermediate attestation (quiz with grade)</i>	<i>17 week</i>		<i>40 grades</i>
<i>Total per semester (course)</i>			<i>100 grades</i>

The mark “passed” is given to the student, who has scored at least 50 points as a result of summing up the points obtained during the current control and intermediate certification. The cumulative result obtained (maximum 100 points) is converted into the traditional grading scale and into the grading scale of the European Credit Transfer System (European Credit Transfer System; hereinafter ECTS) in accordance with the table::

<i>100-grade scale</i>	<i>Traditional scale</i>		<i>Scale ECTS</i>
<i>95 – 100</i>	<i>Excellent</i>	<i>Passed</i>	<i>A</i>
<i>83 – 94</i>			<i>B</i>
<i>68 – 82</i>	<i>Good</i>		<i>C</i>
<i>56 – 67</i>	<i>Satisfactory</i>		<i>D</i>
<i>50 – 55</i>			<i>E</i>
<i>20 – 49</i>	<i>Not satisfactory</i>	<i>Not passed</i>	<i>FX</i>
<i>0 – 19</i>			<i>F</i>

## 5.3. Description of indicators and criteria for evaluating competencies at various stages of their formation, description of assessment scales

### *Current control*

When evaluating the oral survey and participation in the discussion at the seminar are taken into account:

- the degree of disclosure of the content of the material (0-2 points);

- presentation of the material (literacy of speech, accuracy of the use of terminology and symbols, logical sequence of presentation of the material (0-2 points);
- knowledge of the theory of the studied questions, formation and stability of skills and skills used in the response (0-1 point).

When evaluating the test work takes into account:

- completeness of the work performed (the task is not fully completed and / or two or more errors or three or more inaccuracies were made) - 1-4 points;
- the validity of the content and conclusions of the work (the task is completed completely, but the substantiation of the content and conclusions are insufficient, but the reasoning is correct) - 5-8 points;
- the work has been completely completed, there are no gaps or errors in the reasoning and justification, one inaccuracy is possible - 9-10 points.

When evaluating testing, the completeness of the work performed is taken into account:

- allowed five - six errors or inaccuracies - 1-4 points;
- three or four mistakes or inaccuracies were made - 5-8 points;
- the task is completed in full or one or two mistakes or inaccuracies are made - 9-10 points.

#### *Intermediate certification (offset with assessment)*

During the intermediate certification, the student must answer 3 questions (two questions of a theoretical nature and one question of a practical nature).

When evaluating the answer to a theoretical question, the following factors are taken into account:

- theoretical content is not mastered, knowledge of the material is fragmented, the presence of gross errors in the answer (1-5 points);
- theoretical content partially mastered, allowed no more than two or three flaws (6-10 points);
- the theoretical content is mastered almost completely, no more than one or two shortcomings are allowed, but the student could correct them on his own (11-15 points);
- the theoretical content has been completely mastered, the answer is built according to its own plan (16-20 points).

When evaluating the answer to a practical question, it is taken into account:

- the answer contains less than 20% of the correct solution (1-5 points);
- the answer contains 21-50% of the correct decision (6-10 points);
- the answer contains 51-79% of the correct decision (11-15 points);
- the answer contains 80% or more of the correct solution (16-20 points).

**Typical control tasks or other materials necessary for the assessment of knowledge, skills, abilities and (or) experience**

**5.4.1. COURSE'S CONTROL QUESTIONS**

1. The role and place of strategic planning among the disciplines of marketing and advertising.
2. The structure of the advertising agency; agency duty cycle; main departments and their functionality.
3. The emergence of advertising in general and strategic planning in particular; the main stages of the development of disciplines.
4. The role and functions of the agency. Leading agencies and holdings in Russia and globally
5. Features of various types of communication.
6. Integrated marketing communications: concept, specificity.
7. Existing Integrated Marketing Communications Models
8. Classification of advertising campaigns and strategies (by the level of audience involvement, the division into informational and transformational campaigns). Rossiter-Percy Matrix.
9. The main stages of developing a communication strategy.
10. Definition of goals and objectives of communication
11. Choosing the type of strategy and overall approach
12. Definition of a complex of communications and its structure;
13. Development and approval of the budget: basic principles
14. Classification of communication objectives. Marketing, communication, creative and media tasks, their specifics and differences.
15. Types of communication strategies and their choice.
16. Brand strategy in the process of promotional activities; main elements of the strategy.
17. Creative strategy in the process of promotional activities; main elements of the strategy.
18. Media strategy in the process of promotional activities; main elements of the strategy.
19. Marketing, communication, media tasks: definition, communication, role in planning
20. Goals and objectives of the media output, structure, main elements
21. Analysis of the current market situation and its application in planning, conclusions
22. Analysis of advertising activity of competitors: goals, structure, main stages and indicators
23. Elements of the analysis of the target audience.

24. Criteria and methods for choosing the means of disseminating advertising when drawing up a plan, priorities

25. The main characteristics of the media for advertising campaigns - the advantages and disadvantages

## **6. TRAINING-METHODICAL AND INFORMATION SUPPORT OF THE DISCIPLINE**

### **6.1. Literature and sources**

#### **Main sources:**

Federal Law of March 13 2006 №38-ФЗ «On advertising».

Federal Law of December 27 1991 №2124-1 «On mass media».

#### **Main literature:**

Бужин В.Н. Основы медиапланирования. - М., 2002

Головлева Е.Л. Массовые коммуникации и медиапланирование : учеб. пособие / Е. Л. Головлева. - Екатеринбург ; М. : Деловая кн. : Акад. проект, 2009.

Дэвис Дж., Исследования в рекламной деятельности: теория и практика, Вильямс, 2003

Мрочко Л.В., Шевченко Д.А. Реклама в системе массовых коммуникаций: Учеб.пособие. – М.:РГГУ, 2009. – 340с.

Сиссорс Дж. З., Бэрон Р.Б.. Рекламное Медиа планирование. Санкт-Петербург, ИД "Питер". 2004

Шарков Ф. И.. Массовые коммуникации и медиапланирование : учебник - М. : Альфа-Пресс, 2008

Goodrich, William B. and Jack Z. Sissors, Media Planning Workbook, 5th edition, Lincolnwood, IL: NTC Books, 1995.

Scissors, Jack Z. and Lincoln Bumba. Advertising Media Planning, 5th edition, Lincolnwood, IL: NTC Books , 1995.

Surmanek J. Media Planning. A Practical Guide, - Illinois USA, 1995.

#### **Additional literature:**

Балабанов А. В. Занимательное медиапланирование, М., 2001

Бове К., Аренс У. Современная реклама. - М., 1995

Больш, Норберт. Азбука медиа / Норберт Больш ; [пер. с нем. Л. Ионина и А. Черных]. - М. : Европа, 2011

Зимен, Серджио, Бротт, Армин. "Бархатная революция в рекламе" - М.: Изд-во Эксмо, 2003. – 288 с.

Кутлалиев А., Попов А., Эффективность рекламы. М., Эксмо, 2005

Назайкин А.Н. Медиапланирование – М., Эксмо, 2010

Назаров М.М. Зарубежные рынки телевизионной рекламы: сравнительное исследование / М. М. Назаров ; Аналит. центр Видео Интернешнл. - М. : Восход-А, 2011.

Огилви Дэвид. Огилви о рекламе / [пер. с англ. А. Гостева и Т. Новиковой]. - М. : ЭКСМО, 2007

Перси Л., Эллиот Р., Стратегическое планирование рекламных кампаний, М., 2008

Почепцов Г.Г.. Теория коммуникации - М.: "Рефл-бук", К.: "Ваклер" - 2001

Росситер Д. Р. Перси Л. Реклама и продвижение товаров, СПб, 2002

Сивулка, Джулиан. Мыло, секс и сигареты. История американской рекламы. Питер, 2002

Система СМИ России. Под ред. Засурского Я.Н. - М., 2004

Система средств массовой информации России : учеб. пособие для студентов вузов, обучающихся по специальности "Журналистика" / [Засурский Я. Н. и др. ] ; под ред. Я. Н. Засурского ; научн. ред. М. В. Шкондин, Л. Л. Реснянская. - М. : Аспект Пресс, 2003

Телерекламный бизнес. Информационно - аналитическое обеспечение. Под ред. Коломийца В.П. - М., 2001

Тоффлер Б.Э., Словарь маркетинговых терминов, Имбер Дж., ИНФРА-М, 2000

Шевченко Д.А. 1000 терминов Маркетинг и реклама. М, РГГУ, 2007.

Шевченко Д.А. Маркетинг и реклама : 1000 терминов : словарь для студента / Д. А. Шевченко ; [Федер. агентство по образованию, Гос. образоват. учреждение высш. проф. образования "Рос. гос. гуманитарный ун-т", Ин-т экономики, упр. и права, Фак. упр., Каф. маркетинга и рекламы]. - М. : РГГУ, 2007

Hague Paul, Market Research: A Guide to Planning, Methodology and Evaluation , 2002

Jaffe J., Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising, John Wiley & Sons, 2005.

Wertime, Kent, Fenwick, Ian. DigiMarketing: The Essential Guide to New Media and Digital Marketing. Wiley, 2008

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Шевченко Д.А. Реклама. Маркетинг. PR : учеб.-справ. пособие : [3000 терминов] / Д. А. Шевченко. - Изд. 3-е, перераб. и доп. - М. РГГУ, 2014. – 591 с. ; 21 см. - ISBN 978-5-903926-23-7.

### Information editions:

**Association of Communication Agencies of Russia (ACAR)** (<http://www.akarussia.ru>)  
**Money** ([www.dengi.kommersant.ru](http://www.dengi.kommersant.ru)). Economic weekly publishing house "Kommersant".  
**Marketing in Russia and abroad** (Business and Service Publishing House) ([www.dis.ru](http://www.dis.ru)). The magazine is devoted to the theory and methodology of marketing, marketing in various industries and areas of activity.

**Marketing and marketing research, sales management, Internet marketing, brand management and others.** Grebennikov Publishing House ([www.grebennikov.ru](http://www.grebennikov.ru))  
 Materials prepared by professional practitioners in the field of management, marketing and advertising.

**Marketer** ([www.marketolog.ru](http://www.marketolog.ru)). Monthly magazine. Dedicated to promoting marketing theory and practice. Here are published famous people in the field of marketing. As part of the editorial F. Kotler.

**Practical marketing** ([www.cfin.ru](http://www.cfin.ru)). The magazine is dedicated to the Seminar in the field of marketing activities. It reveals the specifics of the practical use of marketing tools. The magazine is recommended by the marketers guild.

**Expert** ([www.expert.ru](http://www.expert.ru)). Weekly magazine. One of the most reputable business magazines, revealing the social, economic and spiritual meaning of Russian entrepreneurship.

**Mediascope** official site ([www.mediascope.net](http://www.mediascope.net) )

**European Society for Marketing and Public Opinion Research ESOMAR** (<http://www.esomar.org>)

**European Advertising Standards Alliance** (<http://www.easa-alliance.org>)

**American Association of Advertising Agencies** (<http://www.aaaa.org>)

**American Marketing Association American Marketing Association** (<http://www.ama.org>)

**American Direct Marketing Association** (<http://www.the-dma.org>)



**Institute of Practitioners of Advertising IPA** (Institute of Practitioners in Advertising),  
 UK (<http://www.ipa.co.uk>)  
**Interactive Advertising Bureau** ([www.iab.net](http://www.iab.net))  
**US Outdoor Advertising Association** ([www.oaaa.org](http://www.oaaa.org))

**6.2. The list of resources of information and telecommunication network "Internet",  
 necessary for mastering the discipline (module)**

№п/п	Наименование
1	Международные реферативные наукометрические БД, доступные в рамках национальной подписки в 2019 г. Web of Science Scopus
2	Профессиональные полнотекстовые БД, доступные в рамках национальной подписки в 2019 г. Журналы Cambridge University Press ProQuest Dissertation & Theses Global SAGE Journals Журналы Taylor and Francis
3	Профессиональные полнотекстовые БД JSTOR Издания по общественным и гуманитарным наукам Электронная библиотека Grebennikon.ru
4	Компьютерные справочные правовые системы Консультант Плюс, Гарант

[forum.gfk.ru](http://forum.gfk.ru) is the forum of the company “Institute for Marketing Research“ GfK Rus”, named the “Round Table of Market Researchers”.

<http://kafmr.rsuh.ru/> - site of the Department of Marketing and Advertising, Faculty of Management, Institute of Economics, Management and Law, RSUH. The site was created to inform students and teachers, the interaction between them. The site publishes materials relating to marketing TOPICtiki.

<http://marketing.rsuh.ru/> - the site of the Marketing and Advertising Department of the RSUH, supported by the Department of Marketing and Advertising. On the website you can find research and information on marketing and advertising of educational services. There are articles, vocabulary marketing. Literature on marketing and advertising TOPIC. Active student forum.

[www.4p.ru](http://www.4p.ru) - e-magazine website for marketing. There is a “Research Store” with annotations of reports on them, information about a number of upcoming seminars (“Education” rubric). Quite detailed publications are placed under the headings “Seminar and Theory”, “Research”, “Merchandising”, etc. In the “Bookstore”, together with the publishing house “Peter”, the annotations of several dozen books on marketing are presented. There is a rather lively forum.

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## 7. Material and technical support of the discipline

For the organization of the learning process, multimedia teaching aids are needed (computer, projector, electronic board), and visual demonstrative material.

№п/ п	Наименование ПО	Производитель	Способ распространения (лицензионное или свободно распространяемое)
1	Adobe Master Collection CS4	Adobe	лицензионное
2	Microsoft Office 2010	Microsoft	лицензионное
3	Windows 7 Pro	Microsoft	лицензионное
4	AutoCAD 2010 Student	Autodesk	свободно распространяемое
5	Archicad 21 Rus Student	Graphisoft	свободно распространяемое
6	SPSS Statistics 22	IBM	лицензионное
7	Microsoft Share Point 2010	Microsoft	лицензионное
8	SPSS Statistics 25	IBM	лицензионное
9	Microsoft Office 2013	Microsoft	лицензионное
10	ОС «Альт Образование» 8	ООО «Базальт СПО	лицензионное
11	Microsoft Office 2013	Microsoft	лицензионное
12	Windows 10 Pro	Microsoft	лицензионное
13	Kaspersky Endpoint Security	Kaspersky	лицензионное
14	Microsoft Office 2016	Microsoft	лицензионное
15	Visual Studio 2019	Microsoft	лицензионное
16	Adobe Creative Cloud	Adobe	лицензионное

## 8. Provision of educational process for the students with limited health capabilities

In case of necessity the course program can be adapted for provision of the educational process for the students with limited health capabilities including online studies. The student is required to present a relevant conclusion of psychological – medical-pedagogical commission and a personal application (application of the lawful representative).

The conclusion of the commission should contain :

- The recommended intensity of studies (number of days per week, hours per day)
- Specific technical requirements (if required)
- The need to be accompanied by parents (lawful representatives) during the educational process (if required)
- The need to provide psychological-pedagogical assistance (specifying the specialists needed and acceptable intensity of studies (days per week and hours per day)

In order to carry out the procedures of ongoing control and interim attestation in case of necessity there can be specific assessment instruments adapted for the needs of the students with limited health capabilities which would permit to assess the level of educational results reached by them.

The form of ongoing control and interim attestation for the students with limited health capabilities is specified taking into consideration their personal physical and psychological conditions (in oral form, in written form (on paper, on PC), in the form of testing etc). Additional time for preparation the answer during the exam or other form of attestation can be given if needed.

## 9. LIST OF EDUCATIONAL-METHODICAL SUPPORT FOR INDEPENDENT WORK OF STUDENTS

### 9.1. Plans for seminars. Guidelines for organizing and conducting

#### TOPIC №1 (2 hrs): Main stages of strategy development .

**Purpose of the lesson:** learn how to properly develop the structure of a communication strategy and understand the objectives of an advertising campaign.

**Form** – seminar

#### Questions to discuss:

1. Main strategy development stages
2. What questions should the agency be able to answer after receiving the brief?
3. What is the debrief procedure, what is its purpose?

#### Control questions:

Goals and objectives of the strategy, structure, main elements

#### Main literature:

Шевченко Д.А. 1000 терминов Маркетинг и реклама. М, РГГУ, 2007  
Surmanek J. Media Planning. A Practical Guide, - Illinois USA, 1995.

#### Informational editions:

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**Material and technical support of classes:** computer, electronic board and projector

### **TOPIC №2 (4 hrs): Brand strategy development**

**Purpose of the lesson:** master the main methods of developing a brand strategy and analyzing the market situation (the level of brand sales and competitors, market share, etc.), get an idea of using this information to develop a strategy

**Form** – seminar

#### **Questions to discuss:**

1. How to use data on the dynamics of sales in categories, market shares of the brand and competitors to determine the advertising strategy of the brand?
2. What other indicators can be used for this?

#### **Control questions:**

1. Analysis of the current market situation and its application in planning, conclusions
2. Brand situation analysis
3. Brand positioning

**Main literature:**

- Бузин В.Н. Основы медиапланирования. - М., 2002  
 Головлева Е.Л. Массовые коммуникации и медиапланирование : учеб. Пособие / Е. Л. Головлева. – Екатеринбург ; М. : Деловая кн. : Акад. Проект, 2009.  
 Дэвис Дж., Исследования в рекламной деятельности: теория и практика, Вильямс, 2003  
 Сиссорс Дж. З., Бэррон Р.Б.. Рекламное Медиа планирование. Санкт-Петербург, ИД «Питер». 2004

**Additional literature:**

- Балабанов А. В. Занимательное медиапланирование, М., 2001  
 Больц, Норберт. Азбука медиа / Норберт Больц ; [пер. с нем. Л. Ионина и А. Черных]. – М. : Европа, 2011  
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**Informational editions:**

- Association of Communication Agencies of Russia (ACAR)** (<http://www.akarussia.ru>)  
**Money** ([www.dengi.kommersant.ru](http://www.dengi.kommersant.ru)). Economic weekly publishing house “Kommersant”.  
**Marketing in Russia and abroad** (Business and Service Publishing House) ([www.dis.ru](http://www.dis.ru)). The magazine is devoted to the theory and methodology of marketing, marketing in various industries and areas of activity.  
**Marketing and marketing research, sales management, Internet marketing, brand management and others.** Grebennikov Publishing House ([www.grebennikov.ru](http://www.grebennikov.ru))  
 Materials prepared by professional practitioners in the field of management, marketing and advertising.  
**Marketer** ([www.marketolog.ru](http://www.marketolog.ru)). Monthly magazine. Dedicated to promoting marketing theory and practice. Here are published famous people in the field of marketing. As part of the editorial F. Kotler.  
**Practical marketing** ([www.cfin.ru](http://www.cfin.ru)). The magazine is dedicated to the Seminar in the field of marketing activities. It reveals the specifics of the practical use of marketing tools. The magazine is recommended by the marketers guild.  
**Expert** ([www.expert.ru](http://www.expert.ru)). Weekly magazine. One of the most reputable business magazines, revealing the social, economic and spiritual meaning of Russian entrepreneurship.

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**Material and technical support of classes:** computer, electronic board and projector

### **TOPIC №3 (4 hrs): Creative strategy development**

**Purpose of the lesson:** teach students the basics of developing a creative campaign strategy

**Form** – seminar

#### **Questions to discuss:**

1. What are the main tasks solved by a creative strategy?
2. What questions do we need to get answers as a result?

#### **Control questions:**

1. Main stages of creative strategy

#### **Main literature:**

Сиссорс Дж. З., Бэрон Р.Б.. Рекламное Медиа планирование. Санкт-Петербург, ИД «Питер». 2004

#### **Additional literature:**

Большц, Норберт. Азбука медиа / Норберт Большц ; [пер. с нем. Л. Ионина и А. Черных]. – М. : Европа, 2011

Назайкин А.Н. Медиапланирование – М., Эксмо, 2010

Росситер Д. Р. Перси Л. Реклама и продвижение товаров, СПб, 2002

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**European Society for Marketing and Public Opinion Research ESOMAR**  
(<http://www.esomar.org>)

**European Advertising Standards Alliance** (<http://www.easa-alliance.org>)

**American Association of Advertising Agencies** (<http://www.aaaa.org>)

**American Marketing Association American Marketing Association**  
(<http://www.ama.org>)

**American Direct Marketing Association** (<http://www.the-dma.org>)

**Institute of Practitioners of Advertising IPA** (Institute of Practitioners in Advertising), UK (<http://www.ipa.co.uk>)

**Interactive Advertising Bureau** ([www.iab.net](http://www.iab.net))

**US Outdoor Advertising Association** ([www.oaaa.org](http://www.oaaa.org))

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**Material and technical support of classes:** computer, electronic board and projector

### **TOPIC №4 (4 hrs): Media strategy development**

**Pupose of the lesson:** teach students the basics of developing a media strategy of the campaign  
**Form** – seminar

#### **Questions to discuss:**

3. What are the main tasks solved by media strategy?
4. What questions do we need to get answers as a result?

#### **Control questions:**

2. Main media strategy stages

**Main literature:**

- Бузин В.Н. Основы медиапланирования. - М., 2002
- Головлева Е.Л. Массовые коммуникации и медиапланирование : учеб. Пособие / Е. Л. Головлева. – Екатеринбург ; М. : Деловая кн. : Акад. Проект, 2009.
- Дэвис Дж., Исследования в рекламной деятельности: теория и практика, Вильямс, 2003
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- Сиссорс Дж. З., Бэрон Р.Б.. Рекламное Медиа планирование. Санкт-Петербург, ИД «Питер». 2004

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- Шевченко Д.А. Маркетинг и реклама : 1000 терминов : словарь для студента / Д. А. Шевченко ; [Федер. Агентство по образованию, Гос. Образоват. Учреждение высш. Проф. образования «Рос. Гос. Гуманитарный ун-т», Ин-т экономики, упр. И права, Фак. Упр., Каф. Маркетинга и рекламы]. – М. : РГГУ, 2007

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- European Society for Marketing and Public Opinion Research ESOMAR** (<http://www.esomar.org>)
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- Interactive Advertising Bureau** ([www.iab.net](http://www.iab.net))
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## 9.2. Guidelines for students on the development of the discipline (module)

Work type	Contents (list of questions)	Labor intensity of independent work (in hours)	Recommendations
TOPIC № 1			
Preparation for the seminar №1	The list of issues of the seminar	10	See description of the seminar №1 in the Plan of seminars, lecture notes, the materials of which may be useful while preparing
Total		10	
TOPIC №2			
Preparation for the seminars №2-3	The list of issues of the seminar	14	See description of the seminars №2-3 in the Plan of seminars, lecture notes, the materials of which may be useful while preparing
Total		14	
TOPIC № 3			
Preparation for the seminars №4-5	The list of issues of the seminar	14	See description of the seminars №4-5 in the Plan of seminars, lecture notes, the materials of which may be useful

			while preparing
Total		14	
TOPIC № 4			
Preparation for the seminars №6-7	The list of issues of the seminar	14	See description of the seminars №6-7 in the Plan of seminars, lecture notes, the materials of which may be useful while preparing
Total		14	
Total for the course		52	

## ANNOTATION

The course "Developing a communication strategy (in English)" is part of the variable cycle (block) of disciplines of the curriculum in the direction of training 38.04.02 "Management" (Master's program "Digital marketing"). Discipline is implemented at the Faculty of Management of the Department of Marketing.

Discipline (module) is aimed at the formation of the following competencies:

- PK-6
- PK-1

### **Know:**

- the main stages of communication planning;
- principles and concepts used at each stage;
- methods for effective search and analysis of information in accordance with specified criteria;
- terminology and basic approaches used in strategic communications planning

### **Be able to:**

- carry out a preliminary selection and analysis of data necessary for the preparation of strategic recommendations for the promotion of the brand;
- develop communication strategies at a basic level, taking into account the specifics of the brand and the target audience;
- formulate your ideas within the framework of communication strategies, including in English and for English-speaking audience,

### **Own:**

- special terminology, including in English;
- the basic principles of strategic planning of advertising and marketing communications;
- skills to develop brand communication strategies.

The work program provides for the following types of control: current monitoring of progress in the form of testing, intermediate certification in the form of test with assessment.

The total complexity of the discipline (module) is 2 credits: 72 hours.

### LIST OF CHANGES

in the work program of the discipline "Development of Communication Strategy" (in English) "

in the direction of preparation "Management", profile Marketing

for 20\_\_\_/20\_\_\_ yrs.

1. In \_\_\_\_\_ the following changes are done:  
(program element)

1.1. ....;

1.2. ....;

...

1.9. .... .

2. In \_\_\_\_\_ the following changes are done:  
(program element)

2.1. ....;

2.2. ....;

...

2.9. .... .

3. In \_\_\_\_\_ the following changes are done:  
(program element)

3.1. ....;

3.2. ....;

...

3.9. .... .