

MINISTRY OF EDUCATION AND SCIENCE OF RUSSIA

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

Department of advertising and public relations

Chair of Marketing and Advertising

**COMMUNICATION STRATEGY DEVELOPMENT
(IN ENGLISH)**

Course program

**Educational direction 42.04.01 "Advertising and Public Relations" Master's programs
"Advertising and Public Relations in State and Municipal Administration"; "Brand
management in advertising and public relations"**

Graduate qualification: Master

Form of education – full-time, part-time

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COMMUNICATION STRATEGY DEVELOPMENT

Course program

Author:

Senior lecturer

Department of Marketing and advertising, RSUH

Baldin E.V.

Resp. Editor:

УТВЕРЖДЕНО

APPROVED

Head of educational program of HE

Minutes of department meeting

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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 42.04.01 "Advertising and Public Relations" (Master's program "Advertising and Public Relations in State and Municipal Administration") . Discipline is implemented at the Faculty of Management of the Department of Marketing.

The purpose of the discipline (module): to give the theoretical foundations of the development of the enterprise communication strategy (in English).

Tasks:

- reveal the forms of organization of communication strategies of enterprises (in English);
- present the characteristics of the marketing communications complex in

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

PK-1 (Capable of planning, organizing and coordinating the process of creating media texts and/or media products in demand by society and industry, and/or communication products, monitoring and taking into account changes in Russian and foreign language norms, peculiarities of other sign systems.)

- Professional competences:

PK-1 (Capable of applying in professional activity a complex of modern technological solutions, technical means, methods and techniques of online and offline communications.)

- ;

As a result of studying the discipline (module), the student must:

Know:

- The main stages of building an enterprise communication strategy. Be able to:
- Conduct analytical work on the collection and processing of information material.

Own:

- Development of a set of measures to achieve the set strategic communication goals

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.

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-1 (Capable of planning, organizing and coordinating the process of creating media texts and/or media products in demand by society and industry, and/or communication products, monitoring and taking into account changes in Russian and foreign language norms, peculiarities of other sign systems.)

- Professional competences:

PK-1 (Capable of applying in professional activity a complex of modern technological solutions, technical means, methods and techniques of online and offline communications.)

- 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) “Advertising and public relations.

In order to master the discipline, competences are needed that are formed during the study of the following disciplines and practical training: Macroeconomics, Microeconomics, Social and Economic Statistics, Marketing.

As a result of mastering the discipline, the competences are formed that are necessary for studying the following disciplines and passing the practice: Analysis of the effectiveness of communication campaigns, Media Planning, Internet Communications Management, Interaction of state structures with the media.

2. COURSE STRUCTURE

Course structure for full-time form

The total complexity of the discipline is 2 credit units, 76 hours, including contact work of students with a teacher 8 hours, independent work of students 68 hours.

#	Section of the course	Semester	Week	Виды учебной работы, включая самостоятельную работу студентов и трудоемкость (в часах)			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	3	1, 10	2		6	Interview

	the advertising business.						
2.	Existing approaches and models of strategic planning of advertising campaigns	3	2, 11	4		10	Interview
3.	The main stages of developing a communication strategy.	3	3, 12	2	2	10	Discussion
4.	Brand strategy development	3	4, 13		2	10	Interview
5.	Creative strategy development	3	5, 14		2	10	Discussion
6.	Media strategy development	3	6, 15		2	10	Discussion
	Intermediate attestation			8	8	56	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 advertising business.	Lecture 1. Independent work	YK-4.	Introductory lecture Interview
2.	Existing approaches and models of strategic planning of advertising campaigns	Lectures 2-3. Independent work	YK-4.	Lecture – visualization Interview
3.	The main stages of developing a communication strategy.	Seminar1 Independent work	YK-4.	Lecture – visualization Interview
4.	Brand strategy development	Seminar2-3. Independent work	YK-4.	Lecture – visualization Consulting
5.	Creative strategy development	Seminar4-5. Independent	YK-4.	Practice Consulting and

		work		homework checking
6.	Media strategy development	Seminar6-7. Independent work	YK-4.	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.	YK-4.	Interview
2	Existing approaches and models of strategic planning of advertising campaigns	YK-4.	Interview
3	The main stages of developing a communication strategy.	YK-4.	Interview
4	Brand strategy development	YK-4.	Consulting
5	Creative strategy development	YK-4.	Practice
6	Media strategy development	YK-4.	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	10,11,12,13,14,15,16,17 weeks	5 grades	20 grades
	10,11,12,13,14,15,16,17 weeks	5 grades	40 grades
<i>Intermediate attestation (quiz with grade)</i>	17 week		40 grades
<i>Total per semester (course)</i>			100 grades

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

5. 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:

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

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

Больц, Норберт. Азбука медиа / Норберт Больц ; [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

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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.

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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). Economic weekly publishing house
 "Kommersant". **Marketing in Russia and abroad** (Business and Service Publishing House) (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)
 Materials prepared by professional practitioners in the field of management, marketing and advertising.

Marketer (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). 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). 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)

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)

US Outdoor Advertising Association (www.oaaa.org)

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

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 - 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.

www.adage.com - the site of the electronic version of the largest advertising publication AdAge

www.adindex.ru is one of the key Russian sites dedicated to advertising and marketing.

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№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

7. LIST OF EDUCATIONAL-METHODICAL SUPPORT FOR INDEPENDENT WORK OF STUDENTS

7 Состав программного обеспечения (ПО)

Перечень ПО

№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
17	Zoom	Zoom	лицензионное

7.1.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:

Association of Communication Agencies of Russia (ACAR) (<http://www.akarussia.ru>)

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forum.gfk.ru is the forum of the company “Institute for Marketing Research“ GfK Rus”, named the “Round Table of Market Researchers”.

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

TOPIC №2 (2 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:

- 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.
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Informational editions:

- Association of Communication Agencies of Russia (ACAR)** (<http://www.akarussia.ru>)
- Money** (www.dengi.kommersant.ru). Economic weekly publishing house
- "Kommersant". **Marketing in Russia and abroad** (Business and Service Publishing House) (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) Materials prepared by professional practitioners in the field of management, marketing and advertising.

Marketer (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). 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.

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

TOPIC №3 (2 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:

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

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

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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)

US Outdoor Advertising Association (www.oaaa.org)

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

TOPIC №4 (2 hrs): Media strategy development

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

7.2.Guidelines for students on the development of the discipline (module)

Work type	Contents (list of questions)	Labor intensity of independent	Recommendations
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		work (in hours)	
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	

8. 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.

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 42.04.01 "Advertising and Public Relations" (Master's program "Advertising and Public Relations in State and Municipal Administration") . Discipline is implemented at the Faculty of Management of the Department of Marketing.

The purpose of the discipline (module): to give the theoretical foundations of the development of the enterprise communication strategy (in English).

Tasks:

- reveal the forms of organization of communication strategies of enterprises (in English);
- present the characteristics of the marketing communications complex in

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

- YK-4 the ability to apply modern communication technologies, including in a foreign language (s), for academic and professional

interaction; As a result of studying the discipline (module), the student must: Know:

- The main stages of building an enterprise communication

strategy. Be able to:

- Conduct analytical work on the collection and processing of information material.

Own:

- Development of a set of measures to achieve the set strategic communication goals

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.

APPROVED

Minutes of the department meeting

№ _____ of _____

APPROVED

OP VO director

Advertising and public relations_____
(signature, name)**LIST OF CHANGES**in the work program of the discipline "Development of Communication Strategy"
(in English) "

in the direction of preparation "Advertising and Public Relations"

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.

Compiler

E.V. Baldin

« » _____ 2019.