

## QƏRBİ KASPI UNİVERSİTETİ



**“I confirm”**

**Head of Department:**

Prof. D.A.Bağırov

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Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Head of the Education Department:**

PhD. Axundov Piri

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Signature \_\_\_\_\_

Date: \_\_\_\_\_

**Head of Quality Assurance Department:**

Wonda Grobbelear

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Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**DEPARTMENT: “Management”**

**FACULTY (SCHOOL): “School of Economics and Business”**

**SPECIALTY (code):**

**COURSE NAME ADVERTISING**

**GROUP: 530MRK**

**FORM OF EDUCATION: Full-Time**

**ACADEMIC YEAR: 2022/2023**

**SEMESTER: II (SUMMER)**

**I. SUBJECT INFORMATION: SUBJECT CODE:**

**TOTAL TEACHING LOAD (HOURS): 75 Hours**

**LECTURE: 45 Hours**

**SEMINAR: 30 Hours**

**PRACTICAL (LABORATORY) WORK:**

**CLASS DAYS AND HOURS:**

**NUMBER OF CREDITS:**

**II. TEACHER INFORMATION: Agayeva Khanim Yusif gizi**

**SCIENTIFIC INTERESTS, INVENTIONS AND MAJOR SCIENTIFIC WORKS:**

**(Add your links to <https://scholar.google>, <https://orcid.org>)**

**WELCOME MESSAGE FROM THE HEAD OF THE COURSE:**

**It is always a topical issue for the production and service sectors based on commercial activity to maximize the realization of their products. The methods for solving this topical problem consist of several basic conditions.**

**In addition to the issues of quality, price, and meeting demand, the factor of product presentation cannot be overlooked**

**DESCRIPTION AND PURPOSE OF THE SUBJECT:**

**DESCRIPTION OF THE SUBJECT:**

The subject of advertising reflects the importance of advertising, its forms and benefits for the enterprise.

**PURPOSE OF THE SUBJECT:**

The main purpose of the subject of advertising is not only a complex analysis of advertising from the point of view of marketing communication, but also the process of ensuring the assimilation of theoretical knowledge obtained from lectures or books

**LEARNING OUTCOMES (OBJECTIVES):**

**A modern specialist in marketing, commerce and advertising should not only acquire theoretical knowledge about advertising based on the laws of the market economy, but also be able to practically calculate the state of the advertising business, manage advertising processes, and learn advertising development tools.**

**EXPERIENCE TO BE GAINED:**

Understanding the problems of advertising activity allows marketers to accurately and professionally plan an advertising campaign, optimize the advertising budget, and correctly assess the economic and communicative effectiveness of advertising. This ultimately leads to an increase in demand for the product.

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**FORM OF LESSON (FORM AND METHODS OF TEACHING):**

Lessons are taught in the form of lectures, presentations, case studies, questions and answers, and discussions.

**ASSESSMENT FORM:**

The level of mastery of the lessons is determined by the level of preparation for seminar classes, preparation of independent work, participation in questions and answers and discussions, and solving case tasks

**GENERAL RULES:**

**1. ATTENDANCE:**

**2. SUBJECT UNDERSTANDING RULES:**

Listening to topics in lecture classes, learning the topic from literature, and continuing discussions on unclear issues

**III. ASSESSMENT OF STUDENTS' KNOWLEDGE:**

*Assessment of student knowledge based on the total accumulated semester points is conducted as follows:*  
*Grading Scale:*

Points	Letter-Grade Assessment	Performance Level
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Less than 51 points	F	“unsatisfactory”

## I. SUBJECT CALENDAR PLAN: LECTURE

<b>Weeks</b>	<b>Topics</b>	<b>Hours</b>	<b>Date</b>	<b>Notes</b>
1	Subject and tasks of advertising management	2		
2	History of the emergence and development of advertising	2		
3	Socio-psychological foundations of advertising, organization and management of its reception	4		
4	Advertising on social networks	2		
5	The role of advertising in organizing and increasing the efficiency of production activities	4		
6	Advertising tools and their use	2		
7	Advertising planning and management strategy	4		
8	Organization and management of advertising information dissemination tools	2		
9	Preparation of advertising announcements and texts	4		
10	Organization of advertising work in commercial trade	2		
11	Tools and methods of managing the advertising market	4		
12	Principles of managing advertising activities	2		
13	Management and efficiency of advertising activities	4		
14	Advertising prospects	4		
15	Modern problems of the advertising market in Azerbaijan and ways to improve them	3		

## PRAKTİK (SEMİNAR ) MƏŞĞƏLƏ:

<b>Weeks</b>	<b>Topics</b>	<b>Hours</b>	<b>Date</b>	<b>Notes</b>
1	Subject and tasks of advertising management	2		
2	The history of the emergence and development of advertising	2		
3	Socio-psychological foundations of advertising, organization and management of its reception work	2		
4	Advertising in social networks	2		
5	The role of advertising in the organization and improvement of production activity	2		
6	Advertising media and their use	2		
7	Advertising planning and management strategy	2		

8	Organization and management of advertising information dissemination media	2		
9	Preparation of advertising announcements and texts	2		
10	Organization of advertising work in commercial trade	2		
11	Tools and methods of managing the advertising market	2		
12	Principles of managing advertising activity	2		
13	Management and efficiency of advertising activity	2		
14	Advertising prospects	2		
15	Modern problems of the advertising market in Azerbaijan and ways of their improvement	2		
	<b>TOTAL</b>			

In addition to the seminar and lecture hours when teachers meet with you, there are also recommended reception hours during which you can approach the departments with questions or inquiries during the semester.

### **ASSIGNMENT TOPICS:**

1. Advertising on social networks
2. Advertising campaigns that have a positive impact on the company's sales
3. Advertising campaigns that have a negative impact on the company's sales
4. Apple's advertising strategy
5. Google's advertising strategy
6. Tesla's advertising strategy
7. Nike's advertising strategy
8. Pepsi and Cola's advertising battle

### **IX. REQUIRED TEXTBOOKS AND TEACHING MATERIALS:**

#### **Basic textbooks and teaching aids:**

1. International advertising code
2. AR law on advertising
3. Organization of advertising work P.Akhundbeyli
4. Frank-Jefkins. Advertisement (Translation from English under the editorship of B. L. Eremino) M., ЮНИТИ, 2002.
5. Matantsev A.N. Effectiveness of advertising. M., 2002.
6. Fedotova L.N. Sociology of advertising. M., 2002.

#### **Əlavə dərsliklər, vəsaitlər və mənbələr:**

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**Müəllim:**

**Ağayeva X.Y.**

**Tarix:**