

**Faculty of Architecture**

**Department: Arts**

**Professional area: Music and Dance Art**

**Major: Choreography-Contemporary Dance Theatre**

**Master Programme: Choreography Production and Art Management**

**Specialization: Contemporary Dance Theatre**

**Educational-and-Qualification Degree: Master**

## **COURSE DESCRIPTION**

1. Course unit title: Advertising
2. Course unit code: MAR 2017
3. Type of course unit: elective
4. Level of course unit: Master
5. Year of study: first
6. Semester: first
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Kapka Manasieva PhD
9. Learning outcomes of the course unit – The knowledge students obtain after completing the course in Advertising enables them to design their own career development advertising strategy, using various approaches in preparation of presentation materials. They know information sources in the field of dance, economic and social aspects of business.
10. Mode of delivery: Face-to-face
11. Prerequisites and co-requisites: None
12. Course contents: Nature of advertising; Aspects and main points in the context of dance art; Concepts and problems; Main advertising media; Advertising in art; Criteria for defining advertising strategies; Planning advertising campaigns and results.
13. Recommended and/or required reading:
  - Върбанова, Л. Управление на нестопанските организации. С., Съюз на българските фонд. и сдружения, 1997, с.256
  - Върбанова, Л. Управление на изкуствата, С., 1997
  - Финансиращи организации за изкуство и култура в България (Справочник), Център за изкуства “Сорос”, С., 2000
  - Нортън, М., Ийстуд, М. Как да набираме средства по-успешно. Център за изкуства “Сорос”, С., 2000
14. Planned learning activities and teaching methods: Lectures, out-of-class course assignments.
15. Assessment methods and criteria: Students take an examination which assesses the extent to which a previously assigned course assignment has been done, as well as it assesses their theoretical knowledge.
16. Language of instruction: Bulgarian
17. Work placement: not provided