

Faculty of Architecture

Department: Arts

Professional area: Fine Arts

Major: Computer Graphic Advertising Design

Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Advertising Management
2. Course unit code: MAN 2025
3. Type of course unit: compulsory
4. Level of course unit: Master
5. Year of study: second
6. Semester: third
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Assoc. Prof. Georgi Draganov Kalaglarski, PhD
9. Learning outcomes of the course unit: Students receive good theoretical training as well as specific skills in using social technologies, particularly in advertising, in order to achieve sustainable business effects and realize additional profits through increased sales.
10. Mode of delivery: Face-to-face
11. Prerequisites and co-requisites: knowledge in the field of public communication and advertisement.
12. Course contents: Students learn specific techniques and technologies of advertising communication by which to stimulate sales and gain public confidence.
13. Recommended and/or required reading:
 - Required reading::*
 - 1.Бондигов, В, Манипулация и изграждане на митове, С, 2011 г.
 - 2.Кафтанджиев, Хр., „Хармония в рекламата”, С, 2009г.
 - 3.Калагларски, Г, Рецепти за успех, сборник, С, 2008 г.
 - Required reading:*
 - 4.Христов, Ч, Убеждаваща комуникация, С, 2009 г.
 - 5. Рийс, А, Краят на рекламата, С, 2007 г
14. Planned learning activities and teaching methods: Lectures, individual work, contact hours.
15. Assessment methods and criteria: At the beginning of the course students are informed about the organization of the learning process. They are offered opportunities for active participation during the semester - participation in conferences and discussions, development of course assignments and projects, writing articles for appropriate journals, etc. The personal involvement of students is important for their evaluation. Course assignments are developed and defended at the students. After the successful course assignment defence an oral examination on the syllabus is taken.
16. Language of instruction: Bulgarian
17. Work placement: