

Faculty of International Economics and Administration
Department: Administration and Management and Political Sciences
Professional Area: Administration and Management
Major: Business administration and Management
Master's Degree Programme: Advertising and Public Relations in Business Management
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

- 1. Code:** MAN 1010
- 2. Course unit title:** Advertising Communication
- 3. Type:** equalization
- 4. Cycle:** second
- 5. Year of study when the component is delivered:** first
- 6. Semester/ trimester:** equalizing
- 7. Number of ECTS credits allocated:** 6
- 8. Name of lecturer:** Assoc. Prof. Georgi Draganov Kalagrlarski, PhD
- 9. Learning outcomes:** The students study and acquire specific techniques for the implementation of marketing approach in specific business situations. By using advertising communication, they acquire additional skills to influence consumer groups to boost sales. By applying the knowledge acquired in the lectures and seminars, the students will be able to survey public opinion, to create and apply particular patterns for public behaviour of the managers in specific situations. The focus is on the public behaviour of the leadership staff during crisis situations. Among the priority topics are the implementation of coherent marketing policy, the art of advertising impact, achievement of favourable business results. Essential point of the course is also branding communication as an essential point of the marketing mix.
- 10. Mode of delivery:** face-to-face
- 11. Prerequisites and co-requisites:** Knowledge of the theory of mass communication.
- 12. Course content:** The lecture course introduces the students to the specific patterns of planning, development and management of modern business communication channels. Essential points are the systems for applying the marketing approach for impact on the audience by advertising communication, study of the competitive environment and adaptation to the changing business situation. The course also deals with the global and national tendencies in the development of international and local economic environment and the latest trends in advertising for the achievement of sustainable business effects.
- 13. Recommended or required reading and other learning resources/tools:**
Required reading:
 1. , , , , 2007 .
 2. , , , , 2010 .
 3. , , , , 2010 .
 4. , , , , 2012 .
 5. , ,, , , 2010 .
 6. ,, , , 2012 .
Recommended reading:
 1. ,, , , 2001
 2. ,, , , 2008 .
 3. , , , , 2010 .
- 14. Planned learning activities and teaching methods:** The course is delivered by lecture presentation of the learning material and discussions on specific topics announced in advance. Presentations and demonstrations are organized; course assignments related to specific business situations are developed. The course also deals with analyzing marketing and advertising policies of specific business situations.
- 15. Assessment methods and criteria:** development and defence of a project or course assignment, oral examination.
- 16. Language of instruction:** Bulgarian.