

**Academic discipline:
"Fundamentals of media planning"**

Code and name of specialty	1-23 01 15 Social communication
Training course	3
Semester of training	5
Number of class hours:	68
Lectures	34
Seminar classes	34
Practical exercises	-
Laboratory classes	-
Form of intermediate assessment (credit/differential credit/exam)	exam
Number of credits	3
Competencies to be formed	The ability to carry out professional functions in the advertising and public relations in government, public, commercial structures, mass media, in the social sphere, politics, economics, production, trade, science, culture, sports under control; the ability to carry out communication campaigns and events under control; the possession of basic media planning skills; the ability to carry out advertising, information and promotional campaigns and events
Summary of the content of the academic discipline:	
" Fundamentals of media planning " is an academic discipline aimed at studying media planning technologies, as well as the formation of students' basic set of knowledge and skills necessary for the development of media plans. In the discipline, students form an idea of working with audience measurement data, the essence and structure of the main media planning documents, techniques and principles of media planning.	