

Academic discipline:

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 implement knowledge in advertising as a field of professional activity, the ability to carry out preparation for the release, production and distribution of advertising products, including text and graphic, working and presentation materials, the ability to participate in the management and organization of advertising services, carry out operational planning and operational control of advertising work, evaluate the effectiveness of advertising activities, the ability to exercise professional functions in the field of advertising in various structures under control
Summary of the content of the academic discipline: "Advertising" is an academic discipline aimed at studying advertising, the history of its development and current state, introduction to advertising as a branch of scientific and practical activity. While studying the discipline, students develop the skills of understanding the basic concepts, classifications of advertising, recognition and practical use of communication channels.	