**The name of the academic discipline:**

**“Social Advertising”**

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| **Specialty code and name** | 1-23 01 15 Social Communications |
| **Year of study** | 4 |
| **Semester of study** | 7 |
| **Number of in-class academic hours:** | 30 |
| **Lectures****Seminar classes** **Practical classes****Laboratory classes** | 16 |
| 14 |
| - |
| - |
| **Form of the current assessment (*credit/ graded credit /exam*)** | credit |
| **Number of credit points** | 3 |
| **Competences** | Mastering the academic discipline “Social Advertising” should ensure the formation and development of special competencies: developing a plan for promoting innovative products of the organization, popularizing them in the media, planning and conducting marketing research; planning advertising activities and developing advertising messages |
| **Summary of the academic discipline:**Social advertising: genesis, essence, functions and classification. State and legal regulation and ethical self-regulation of social advertising. Planning and designing a social advertising campaign, evaluating its effectiveness. Verbal component of social advertising. |