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**The Federal state autonomous educational institution of higher  
the education «Peoples' Friendship University of Russia»**

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**Faculty of Philology**

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

**PROGRAM OF DISCIPLINE**

**Media Marketing**

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(Name of the Discipline / Module)

**Recommended for the direction of training/speciality:**

**42.03.02 Journalism**

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(Code and Name of the field of study, the direction of training/speciality)

**The discipline is carried out within the framework of the main professional  
educational program of higher education (EP HE):**

**Multimedia Journalism**

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(Name of the educational program)

**2023 г.**

## 1. OBJECTIVE OF THE DISCIPLINE

### Course Aim

The aim of this course is to expose students to an understanding of concepts, principles, problems and applications of media marketing such as the advertising industry and its relationship to media, economic, and marketing systems. Students will learn the key roles of advertising, promotion and marketing as strategic problem-solving tools for media and communication in a fast-growing world of digital, mobile & global marketplace

The main objectives are

1. To understand media marketing concepts, principles and terminology.
2. To be equipped with critical thinking skills to be able to define, analyse and evaluate various media strategies, planning, opportunities, target market selection, and message content.
3. To learn how to make necessary media marketing, advertising and communications strategy decisions in uncertain situations and a fast-changing world.

## 2. REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

*Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)*

Code	Competence	Indicators of competence achievement (within the discipline)
GC-10.	Able to make rational economic decisions in various spheres of life.	GC-10.1 - Understands the basic principles of economic functioning and economic development, and the goals and forms of government involvement in the economy
		GC-10.2 - Applies personal economic and financial planning techniques to achieve current and long-term financial goals
		GC-10.3 - Uses financial tools to manage personal finances, controls own economic and financial risks
GPC-4.	Able to respond to the needs, requests, and interests of society and the audience in professional activity.	GPC-4.1 - Relates sociological data to the needs and demands of society and specific audience groups
		GPC-4.2 - Considers the key characteristics of the target audience in the creation of journalistic texts and (or) products

## 3. THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline “Media Marketing” belongs to the Compulsory Module of Block 1 of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competence discipline by the matrix of competencies.

*Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline*

Code	Competence	Previous discipline	Subsequent disciplines
GC-10.	Able to make rational economic decisions in various spheres of life.		
GPC-4.	Able to respond to the needs, requests, and interests of society and the audience in professional activity.		

#### 4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **4** credits.

Types of activities	Total hours	Semesters						
		1	2	3	4	5	6	7
<b>Classroom activities (total)</b>								
<i>Lectures</i>	34		x	34	x	x	x	x
<i>Practical lessons/Seminars</i>	34		x	34	x	x	x	x
<i>Laboratory activities/</i>	-		-	-	-	-	-	-
<i>Control</i>	<b>19</b>		-	19	-	-	-	-
<b>Independent work (total)</b>	<b>93</b>			93				
<b>Overall workload hours</b>	<b>180</b>			<b>180</b>				
<b>Credits</b>	<b>5</b>							

#### 5. CONTENT OF THE DISCIPLINE

*Table 5.1 Content of the discipline (module) by type of activity*

Name of the Unit	Content of the Units (topics)	Type of activity
Introduction	- Concepts, Glossary, Syllabus,	Lecture
Media Marketing	- Definition, principles, evolution	Lecture
Traditional and digital media	- Traditional media and digital interactions, - Relationships and challenges	Lecture
Planning	- Developing Media planning and strategy, - Developing marketing plan and strategy	Lecture
Creative techniques in media marketing	- Creative planning, - Strategies and creative brief	Lecture
Public Relations	- Public relations, - Influencers marketing,	Lecture

Name of the Unit	Content of the Units (topics)	Type of activity
	- Social Media Marketing	
Branding and media marketing	- Brand positioning, - Consumer and brand experience, - Consumer segmentation	Lecture
Unit 1	The evolution of media marketing	Seminar
Unit 2	Media marketing planning workshop	Workshop
Unit 3	Designing creative planning and strategies	Seminar
Unit 4	Designing a brief creative workshop	Workshop
Unit 5	Traditional media and digital marketing: the interaction between the two	Seminar
Unit 6	PR and media marketing	Seminar
Unit 7	The Place of Branding in media marketing	

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

*Table 6.1. Material and technical support of the discipline*

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering the discipline (if necessary)
Digital Classroom	computer, TV VCR and a transparency projector. CD players and DVD players	
Lecture room	Computer, internet, TV VCR and a transparency projector	
Home for independent work	Computer, internet,	
Library for independent work	Computer, internet	

\* The classroom for students' independent work **MUST be indicated!**

## 7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### *Main readings*

1. Solis, B. (2015). X: The experience when business meets design. John Wiley & Sons.

2. O'guinn, T., Allen, C., Semenik, R. J., & Scheinbaum, A. C. (2014). Advertising and integrated brand promotion. Cengage Learning

#### Other recommended readings

1. Stengel, J. (2011). Grow: How ideals power growth and profit at the world's greatest companies. Currency.
2. Clow, K. E. (2012). Integrated advertising, promotion and marketing communications, 4/e. Pearson Education India.

#### *Web-sites and online resources*

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
  - <http://www.rad.pfu.edu.ru/>
  - [www.libfl.ru](http://www.libfl.ru)
  - [www.portalus.ru](http://www.portalus.ru)
  - [www.project.phil.pu.ru](http://www.project.phil.pu.ru)
  - [www.lib.fl.ru](http://www.lib.fl.ru)
  - [www.gutenberg.net](http://www.gutenberg.net)
  - [www.ipl.org](http://www.ipl.org)
  - [www.theEuropeanlibrary.org](http://www.theEuropeanlibrary.org); [www.epoch-net.org](http://www.epoch-net.org)
  - <http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z00358/st000/htm/>
2. Databases and search systems:
  - web search engine google.com
  - online encyclopedia wikipedia.org
  - news aggregation website drudgereport.com
  - Google scholar.com

#### *Teaching materials for students' independent work while mastering the discipline/module\*:*

1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, and test assignments.

\* - all educational and methodical materials for students' independent work are published in the current order on the page of the discipline in TUIS!

### **8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE**

The grading materials and grading-rating system\* for assessing the level of competence (part of competencies) for the discipline are presented in the Appendix to this Working program of the discipline.

\* - are formed based on the requirements of the corresponding local normative act of RUDN University.

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