

Документ подписан простой электронной подписью
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ФИО: Ястребов Олег Александрович
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**The Federal state autonomous educational institution of higher
the education «Peoples' Friendship University of Russia»**

Faculty of Philology

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

PROGRAM OF DISCIPLINE

Media Marketing

(Name of the Discipline / Module)

Recommended for the direction of training/specialty:

42.03.02 Journalism

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

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

Multimedia Journalism

(Name of the educational program)

2024 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 |
| Classroom activities (total) | | | | | | | | |
| <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> | 19 | | - | 19 | - | - | - | - |
| Independent work (total) | 93 | | | 93 | | | | |
| Overall workload hours | 180 | | | 180 | | | | |
| Credits | 5 | | | | | | | |

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 METHODOICAL 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 ideas 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
 - www.portalus.ru
 - www.project.phil.pu.ru
 - www.lib.fl.ru
 - www.gutenberg.net
 - www.ipl.org
 - www.the.European.library.org; 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.