MINISTRY OF HEALTH OF UKRAINE
KHARKIV NATIONAL MEDICAL UNIVERSITY

Department of Medical and Biological Physics and Medical Informatics
Academic year: 2021-2022

SYLLABUS OF THE EDUCATIONAL COMPONENT

«ADVERTISING AND INFORMATION TECHNOLOGIES»

Normative or selective educational component _____ selective _____

Form of education _____ full-time _____
            (full-time, part-time, remote)
Field of knowledge _____ 22 "Health care" _____
            (code and name of the direction of training)
Major field _____ 222 "Medicine" _____
            (code and name of the specialty)
Specialization (if present) _____

Educational professional program _____ 222 "Medicine" _____

The second (master's) level of higher education

Year: 2 or 3

This syllabus was approved at the meeting of the department of medical and biological physics and medical informatics	Approved by the methodological committee on international students training (KhNMU)
Record № 7 dated 27 August 2021, Acting Head of Department _____ prof. O.V. Zaytseva	Record № 1 dated 31 August 2021, Head _____ S.O.Krasnikova

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INTRODUCTION

The syllabus of the discipline "Advertising and Information Technologies" is compiled in accordance with the educational-professional program (hereinafter - EPP) "Medicine" and the Standard of Higher Education of Ukraine (hereinafter - the Standard), the second (master's) level, field of knowledge 22 "Health" .

Description of the discipline (abstract)
The study of the discipline "Advertising and Information Technologies" is aimed at forming a theoretical image of society in students on the basis of modern domestic and foreign information approaches, concepts, ideas, acquainting them with the conceptual and categorical apparatus and the basic definitions and concepts of information presentation, formation and improvement. students with the skills to use knowledge and skills for the further development of creative thinking.

The syllabus is organized with the application of modern principles of organization of the educational process of Medical High School to create a worldview and methodological basis for a critical and systematic study of the specifics of health care.

The **subject** of study of the discipline is the information processes used in advertising processes and in the study of the market of educational services, methods and means of control of knowledge, skills and abilities in the development of advertising information technologies.

Interdisciplinary links with such disciplines as "Medical Informatics", "Information Technology in Education", "Information Technology in Medicine", "Planning and Organization of the Educational Process".

Prerequisites The study of the discipline "Advertising and Information Technologies" involves the preliminary mastering of credits in the disciplines "Medical Informatics".

Postrequisites The main provisions of the discipline "Advertising and Information Technologies" should be used in the study of professional disciplines.

Link to the page of the discipline in MOODLE http://distance.knmu.edu.ua/course/view.php?id=2384

1. PURPOSE AND TASKS OF THE COURSE
1.1. The purpose of studying the discipline is to master the terminological apparatus of the direction of "Advertising and information technology", to acquire skills of creating an information product, the opportunity to improve their achievements in the field of medical, social and advertising work.

1.2. The main tasks of studying the discipline are:
- acquaintance of applicants with the stages of development of advertising and information technologies in the world;
- improving the quality of training of health care professionals based on the use of information technology;

- forming an idea of the possibilities of using advertising and information technologies in the field of health care;
- consideration of the general classification of advertising and information technologies, as well as research of those that can be effectively used in social work;
- adaptation of information technologies of training to individual features of applicants;
- introduction of information and advertising technologies in the field of health care.

1.3. Competences and learning outcomes, the formation of which is facilitated by the discipline (relationship with the normative content of training of higher education, formulated in terms of learning outcomes in the OPP and Standard).

1.3.1. The study of the discipline provides students with the acquisition of competencies:
integral:
ability to solve complex specialized problems and practical problems in the medical field related to the use of information technology, information presentation and research;
general:
ability to abstract thinking, analysis and synthesis; ability to apply knowledge in practical situations; ability to identify and solve problems;
special (professional, subject):
ability to process state, social and medical information; ability to convey information to the listener.

1.3.2. The study of the discipline provides students with the acquisition of the following program learning outcomes:
PRN 1. Analyze information, phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills.
PRN 2. Apply the acquired theoretical knowledge to solve practical problems of presenting information in the field of health care.
PRN 3. Collect and analyze the necessary information, prepare presentations and advertising campaigns, justify management decisions based on the use of the necessary analytical and methodological tools.

1.3.3. The study of the discipline provides students with the following social skills (Soft skills):
• analyze the general and special in ways to solve major social problems;
• use the acquired knowledge in understanding modern realities, apply them in everyday activities;
• combine deep professional knowledge with fundamental values;
• take professional responsibilities responsibly;
• establish effective business communications.

2. INFORMATION SCOPE OF THE COURSE

Name indicators	Field of knowledge, specialty, educational degree, EPP	Characteristics of the discipline		
		daily form of education		
Credits - 3	Field of knowledge 22 "Health care" (code and name)	Selective		
Total of hours - 90	Specialty: 222 "Medicine" (code and name)	**Year of preparation (course):**		
		2 or 3		
		Semester		
		4 or 6		
		Lectures		
Hours for full-time study: classrooms - 50 independent work of the student - 40	Educational degree: "Master" EPP "Medicine"	30 hours		
		Practical		
		20 hours		
		Laboratory		
		-		
		Individual work		
		40 hours		
		Individual tasks: -		
		Type of final control: **credit**		

2.1 Description of the discipline

2.2.1 Lectures

№	Topic title	Hours	Types of lectures
1	History of origin and development of advertising and information activities in the social sphere.	2	Report with presentation, demonstration
2	Introduction to information technology. Information technologies in advertising and information activities.	4	Report with presentation, demonstration
3	Theoretical foundations of advertising and information activities in the social sphere.	2	Report with presentation, demonstration
4	Formation of industry specialists, their influence on the development of advertising and information technologies in industrial society.	4	Report with presentation, demonstration
5	Social advertising and its legal aspects in the experience of foreign countries and Ukraine.	2	Report with presentation, demonstration

6	The place of advertising and information technologies in the communication environment of the world, Ukraine.	4	Report with presentation, demonstration
7	Planning a social advertising and information campaign.	2	Report with presentation, demonstration
8	The main stages of the implementation of advertising and information campaigns on social issues.	4	Report with presentation, demonstration
9	Artistic design in advertising.	2	Report with presentation, demonstration
10	Computer and network technologies in advertising.	4	Report with presentation, demonstration
	Total hours	**30**	

2.2.2 Seminars

Not provided by the curriculum.

2.2.3 Practical classes

№	Topic title	Hours	Methods Learning	Forms control
1	History of origin and development of advertising and information activities in the social sphere.	2	Discussion, report, demonstrations	Test control and oral examination
2	Introduction to information technology. Information technologies in advertising and information activities.	2	Discussion, report, demonstrations	Test control and oral examination
3	Theoretical foundations of advertising and information activities in the social sphere.	2	Discussion, report, demonstrations	Test control and oral examination
4	Formation of industry specialists, their influence on the development of advertising and information technologies in industrial society.	2	Discussion, report, demonstrations	Test control and oral examination
5	Social advertising and its legal aspects in the experience of foreign countries and Ukraine.	2	Discussion, report, demonstrations	Test control and oral examination
6	The place of advertising and information technologies in the communication environment of the world, Ukraine.	2	Discussion, report, demonstrations	Test control and oral examination

7	Planning a social advertising and information campaign.	2	Discussion, report, demonstrations	Test control and oral examination
8	The main stages of the implementation of advertising and information campaigns on social issues.	2	Discussion, report, demonstrations	Test control and oral examination
9	Artistic design in advertising.	2	Discussion, report, demonstrations	Test control and oral examination
10	Computer and network technologies in advertising.	2	Discussion, report, demonstrations	Test control and oral examination
	Total hours	**20**		

2.2.4. Laboratory classes

Not provided by the curriculum.

2.2.5. Individual work

№	Topic title	Hours	Methods Learning	Forms control
1	History of origin and development of advertising and information activities in the social sphere.	2	Discussion, report, demonstrations	Oral examination
2	Introduction to information technology. Information technologies in advertising and information activities.	8	Discussion, report, demonstrations	Oral examination
3	Theoretical foundations of advertising and information activities in the social sphere.	6	Discussion, report, demonstrations	Oral examination
4	Formation of industry specialists, their influence on the development of advertising and information technologies in industrial society.	4	Discussion, report, demonstrations	Oral examination
5	Social advertising and its legal aspects in the experience of foreign countries and Ukraine.	4	Discussion, report, demonstrations	Oral examination
6	The place of advertising and information technologies in the communication environment of the world, Ukraine.	2	Discussion, report, demonstrations	Oral examination

7	Planning a social advertising and information campaign.	2	Discussion, report, demonstrations	Oral examination
8	The main stages of the implementation of advertising and information campaigns on social issues.	8	Discussion, report, demonstrations	Oral examination
9	Computer and network technologies in advertising.	4	Discussion, report, demonstrations	Oral examination
	Total hours	**40**		

Teaching methods: Practical methods - practical classes; visual methods - the method of demonstrations; verbal methods - lecture, discussion; reports; video method in combination with the latest information technologies and computer teaching aids - presentations.

Methods of control (only those used in teaching the discipline are given):

<u>Current control:</u> oral examination (individual and frontal); test control; creative tasks; abstracts; report; declamation.

<u>Final control:</u> credit.

3. EVALUATION CRITERIA

3.1. Evaluation of the success of education of students is carried out on the basis of the current "Instructions for evaluating the educational activities of students of KhNMU"

The current educational activity (PND) of students is controlled by the teacher of the academic group after the students master each topic of the discipline, grades are set using a 4-point (national) system. At the end of the semester, the teacher automatically receives the average grade (to the nearest hundredth) for IPA using an electronic journal of the ACS system. At the end of the semester, the average score on IPA by the teacher of the department is translated into a 200-point scale.

Table 1

Recalculation of the average score for current activities in a multi-point scale (for disciplines ending with a credit)

4-point scale	200-point scale	4-point scale	200-point scale	4-point scale	200-point scale
5,00	200	4,30-4,31	172	3,60-3,61	144
4,97-4,99	199	4,27-4,29	171	3,57-3,59	143
4,95-4,96	198	4,24-4,26	170	3,55-3,56	142
4,92-4,94	197	4,22-4,23	169	3,52-3,54	141
4,90-4,91	196	4,19-4,21	168	3,50-3,51	140
4,87-4,89	195	4,17-4,18	167	3,47-3,49	139
4,85-4,86	194	4,14-4,16	166	3,45-3,46	138
4,82-4,84	193	4,12-4,13	165	3,42-3,44	137
4,8-4,81	192	4,09-4,11	164	3,40-3,41	136

4,77-4,79	191	4,07-4,08	163	3,37-3,39	135
4,75-4,76	190	4,04-4,06	162	3,35-3,36	134
4,72-4,74	189	4,02-4,03	161	3,32-3,34	133
4,7-4,71	188	3,99-4,01	160	3,30-3,31	132
4,67-4,69	187	3,97-3,98	159	3,27-3,29	131
4,65-4,66	186	3,94-3,96	158	3.25-3,26	130
4,62-4,64	185	3,92-3,93	157	3,22-3,24	129
4,60-4,61	184	3,89-3,91	156	3,20-3,21	128
4,57-4,59	183	3,87-3,88	155	3,17-3,19	127
4,54-4,56	182	3,84-3,86	154	3,15-3,16	126
4,52-4,53	181	3,82-3,83	153	3,12-3,14	125
4,50-4,51	180	3,79-3,81	152	3,10-3,11	124
4,47-4,49	179	3,77-3,78	151	3,07-3,09	123
4,45-4,46	178	3,74-3,76	150	3,05-3,06	122
4,42-4,44	177	3,72-3,73	149	3,02-3,04	121
4,40-4,41	176	3,70-3,71	148	3,00-3,01	120
4,37-4,39	175	3,67-3,69	147	Less than 3	Insufficient
4,35-4,36	174	3,65-3,66	146		
4,32-4,34	173	3,62-3,64	145		

Credit - set by the teacher of the academic group at the end of the last lesson, provided there is no academic debt for lectures and practical classes and the presence of an average score of □3.00 (on a 4-point scale).

The total current activity in the discipline is defined as the arithmetic mean of the HDPE scores, which are translated into a 200-point ECTS scale (Table).

The maximum number of points that a student can score for studying the discipline - 200 points. The minimum number of points is 120.

The teacher puts the scores obtained by the student in the individual plan of the applicant with the mark "**passed**" and fills in the information of success in the discipline on the form U-5.03A.

3.2. Test questions:

1. The sequence of information revolutions: the invention of language, writing, printing press.
2. New genres of information presentation, the emergence of print advertising.
3. Symbolization at the initial stages of cultural development.
4. Implementation Creation of the first advertising and PR-agencies.
5. The emergence and development of the advertising business.
6. Modern Ukrainian social advertising: features and development.
7. Experience of social advertising in different countries.
8. Definition of "advertising" and "advertising and information technology".
9. The main features of advertising.
10. Commercial, social and political advertising.
11. Means of distribution of advertising materials.

12. Advertising process and its participants.

13. The impact of advertising on society.

14. The impact of commodity production on the development of new types of advertising and information technologies.

15. The emergence of new directions in advertising and dissemination of information.

16. Training of specialists in the field of advertising among social workers.

17. Types of data analysis for information processing in the field of sociology.

18. The use of statistical and mathematical apparatus for information processing.

19. The content of the concepts "social advertising", "non-commercial advertising", "public advertising".

20. The scale of the action, concentration on the target audience, the nature of the impact and the form of social advertising.

21. Comparative characteristics of social and commercial advertising.

22. Social advertising in the work of such organizations as: non-profit organizations, various associations, government agencies.

23. Means of distribution of social advertising.

24. Legislative regulation of advertising in Ukraine.

25. Legal aspects of the regulation of social advertising in Ukraine.

26. Legislative initiatives of social advertising in Western countries.

27. Technological aspects of designing social advertising (creative, visualization rules, RAM-conductor method, method of overcoming stereotypes).

28. Development of an advertising message.

29. Psychological aspects of modern social advertising.

30. The structure of the promotional campaign.

31. Advertising research.

32. Stages of advertising research.

33. Definition of public relations as a science, as an economic and managerial activity, as an activity necessary for a social educator.

34. Definition of measures that are part of public relations.

35. The possibility of their effective use in the activities of a social worker.

36. Social advertising in the system of social marketing.

37. Sponsorship and social advertising.

38. Planning a social advertising campaign.

39. Basic creative technologies, possibilities of their application in the activity of a social worker.

40. On the basis of knowledge about creative approaches, consideration of color light, graphic approaches to creation of an advertising and information product directly in social work.

41. Consideration of emotional influences in advertising.

42. Organization of the exhibition space for effective holding of the event.

43. Preparation and distribution of invitations, advertising in the media of the upcoming event and its preliminary PR coverage in the press.

44. Use of necessary equipment, technical means, proper organization of submission of materials and observance of timing of the event.

45. Advertising design as a socio-cultural phenomenon.

46. Aesthetic dimension of the advertising image.
47. Typology of objects of advertising design.
48. Types of computer networks.
49. Social work in computer networks.
50. Protection and security of information in networks.
51. Advantages and disadvantages of advertising on social networks.

3.3. Control questions:
1. The influence of religious propaganda of the Middle Ages on the perception of information by society.
2. The emergence of a trademark, a trademark, as prototypes of today's brand.
3. Fine advertising of the Renaissance.
4. Establishment in 1530 in Venice information office.
5. Founder of print advertising in Europe.
6. Proto-advertising.
7. The genesis of social advertising.
8. General characteristics of the development of social advertising in the twentieth century.
9. Pre-revolutionary practice of social advertising.
10. Social advertising in the Soviet pre-war, war and post-war periods.
11. The specifics of the historical development of domestic social advertising.
12. Genres of social advertising in the media in the post-Soviet era.
13. The object of advertising.
14. Purpose of advertising.
15. Advertising functions.
16. Classification of advertising.
17. The role of advertising in society.
18. The role of scientific and technological revolution in the transformation of advertising and information technologies.
19. Development of exhibition activity as one of the technologies of product advertising and dissemination of information about it.
20. System data analysis.
21. Purpose, tasks and functions of social advertising.
22. Subject and object of social advertising.
23. Types and kinds of social advertising.
24. Themes of social advertising.
25. European experience of legislative regulation of marketing communications.
26. Psychology of social advertising.
27. Psychological aspects of negative social advertising.
28. Advertising text.
29. The structure and organization of advertising text.
30. Social slogan.
31. Oral advertising and its features.
32. Radio advertising, its features and technology of creation.
33. Outdoor advertising, its features and analysis of effectiveness factors.
34. Poster as an integral and main part of social advertising.

35. Psychological and age aspects of the effectiveness of advertising and advertising communication.

36. Placement and distribution of social advertising.

37. Internet and social advertising.

38. The main social areas of public relations: sponsorship, donation, fundraising.

39. Target audience. Development of an advertising message.

40. Motives in advertising and information products.

41. Qualitative selection of staff, determining its number to participate in the event.

42. Basic rules for evaluating the effectiveness of the measure.

43. The concept of "Advertising Design".

44. Advertising image.

45. The impact of advertising product design.

46. Distribution of an advertising product through networks.

47. Information advertising. Information wars.

48. Social networks as a modern phenomenon.

3.4. Individual tasks - Not provided by the curriculum

3.6. Rules for appealing the assessment

If the student does not agree with the grade obtained in class, he can appeal it. In this case, the student's knowledge will be assessed by a commission consisting of the head or head of the department, an independent teacher and a teacher of the group in which the student is studying.

4. DISCIPLINE POLICY

Discipline requirements (system of requirements and rules that the teacher imposes on students of higher education when studying the discipline).

For successful mastering of the discipline it is necessary that the student of higher education systematically prepares for practical classes, performs the tasks offered for mastering the topics recommended for self-study, reads the recommended literature, takes an active part in discussing the topic in class.

Class attendance and behavior.

Attendance at practical classes in the discipline is mandatory (except for good reasons). A class missed by a student for any reason must be completed. It is unacceptable to be late for class. By the time the class begins, the student must be dressed in a medical gown. During the lesson you can not eat or drink, chew gum, contaminate the surfaces of classrooms. When communicating with the teacher and others, the student must be polite, talk quietly and behave calmly.

Use of electronic gadgets.

The use of any electronic gadgets (smartphones, watches, tablets, laptops, etc.) throughout the lesson is strictly prohibited unless the teacher separately allows their use. If the teacher sees that the student is violating this requirement, he can remove the student from the classroom.

Policy for people with special educational needs.

For persons with special needs, the requirement of academic integrity is applied taking into account their individual needs and capabilities.

Recommendations for successful discipline.

To successfully complete the discipline, the applicant must complete the required minimum of educational (classroom and independent) work specified in the curriculum. Diligence, activity in discussing the topic, speed and creativity of thinking, persistence in learning are also taken into account when setting the grade for the lesson.

Incentives and penalties.

To encourage students who are particularly active and persistent in their studies, they are awarded additional points for participating in scientific conferences, research, surveys, etc. For violation of discipline (rules of conduct, uniforms, etc.) and academic integrity during classes, the student may be subject to penalties - removal from the class, re-assessment (test, exam, test, etc.); re-taking the training course; deductions from the educational institution.

Safety precautions.

During the lesson, the student must follow the rules of life safety.

When conducting practical classes it is necessary to follow the rules of fire safety, students need to know the location of the primary means of fire extinguishing (fire extinguisher, capes made of fire-retardant fabric, sand). In the event of an accident, the victim or eyewitness must immediately notify the teacher. If computers, devices and tools are defective, stop working and also notify the teacher.

During the lesson, students must follow the order of practical classes, the rules of personal hygiene, remove foreign objects from the workplace and ensure its cleanliness.

It is not recommended to leave unattended electrical appliances and devices, including computers. If malfunctions are found in the operation of electrical devices that are under voltage, their increased heating, sparks, the smell of burnt insulation, smoke, immediately stop work, turn off the power supply and notify the teacher.

5. ACADEMIC INTEGRITY

Taking into account the current legislation of Article 42 of the Law of Ukraine "On Education" and the Law of Ukraine "On Higher Education", taking into account the recommendations of the National Agency for Quality Assurance in Higher Education, approved by the National Agency for Quality Assurance in Higher Education October 29, 2019 (Minutes № 11) , we demand from students and teachers strict adherence to all the rules of academic integrity. Academic integrity is supported by checks on the work of students and teachers on the anti-plagiarism check system, self-reference.

Obligation to show independence in performing practical tasks, inadmissibility of writing off during test control, correctness of references to sources of information in case of borrowing ideas, inadmissibility of plagiarism in written works on speeches.

6. RECOMMENDED LITERATURE

1. Vladimirskaya AO Advertising: textbook. manual for students. higher textbook institutions // Anna Ovsiivna Vladimirskaya, Petro Alexandrovich Vladimirsky - K .: Condor, 2019. - 334p.

2. Golub O. Yu. Social advertising: Textbook / Olga Golub. - Moscow: Publishing and Trading Corporation "Dashkov and K", 2011. - 180 p.

3. National report on the state and prospects of education in Ukraine / Nat. acad. ped. Sciences of Ukraine; [editor: VG Kremen (chairman), VI Lugovyi (deputy chairman), AM Gurzhiy (deputy chairman), O. Ya. Savchenko (deputy chairman)]; for general ed. VG Kremenya. - K.: Пед. opinion, 2016. - 448 p.

4. Organization and conduct of social advertising and information campaign: [method. manual] / Marochko TA, Romat EV, Strelkovskaya AL, Khimchenko TV - K .: Phoenix, 2007. - 108 p.

5. Hrytsyuta NM Ethical regulations of social advertising in the EU / NM Hrytsyuta // Scientific notes of the Institute of Journalism. - K., 2010. - Vol. 40. - July-September. - P. 6-14.

6. Legal regulation of advertising and sponsorship in the media: EU standards, the experience of EU member states and Ukrainian practice / prepared by the Institute of Applied Legal Research "Law" in the framework of the project "Development of proposals for adapting information law of Ukraine to EU law". - К., 2017. - 19 с.

7. INFORMATION RESOURCES

1. http://www.prof.univ.kiev.ua/prof/home/2010-12-22-00-05-45/2-events/571--2015-2025-.html The concept of education development in Ukraine on period 2015–2025. URL:

2. http://civic.kmu.gov.ua/civic/control/uk/discussion/ovv/project;jsessionid= ED65E28 D0A50BC1DA88E56FC9AB5A116? Project_id = 110243 Draft Law of Ukraine "On Social Advertising"

3. http://www.nbuv.gov.ua/ejournals/FP/2010-3/10tibrvu.pdf Tatsyshyn IB Legal aspects of regulation of social advertising in Ukraine

4. http://iht.univ.kiev.ua/books-iht/comp-tech-osvita.pdf Computer technologies in education

5. http://kno.rada.gov.ua - Committee on Science and Education.

6. http://www.megopu.ru/ininfo/s2_edu-tech.htm - Educational technologies.

7. www.zakon.gov.ua - website of the Verkhovna Rada of Ukraine, legislative base.

8. www.mon.gov.ua/sms_ce - normative-methodical materials, list of programs and textbooks.

9. Link to the page of the discipline in MOODLE: http://distance.knmu.edu.ua/course/view.php?id=2384