

FACULTY OF SOCIETY AND SCIENCE STUDY COURSE DESCRIPTION

Course Title:	AD	ADVERTISING TRENDS						
Course code (LAIS):	Eko	n5016						
Study programme:	Bus	Business Environment Administration						
Level of Study programme:	☐ 1st level professional higher education							
	\boxtimes							
		Compulso	ory course (P	art A)				
Type of Study programme:	☐ Professional specialization courses (Part B, compulsory)							
Type of Study programme:	☐ Professional specialization optional courses (Part B, optional)							
		☐ Elective courses (Part C)						
Course Workload:	(Credits	ECTS	Academic hours	Contact hours	Independent work hours		
		2	3	80	24	56		
	Rai	monds Kal	ējs					
Common Andhan/Tintan	Gue	st lecturer,	Mg.Art					
Course Author/ Tutor:		ail: <u>raimond</u>	ls.kalejs@gn	nail.com				
	Consultation: according to the schedule for each semester							
Study Form:	Full	Full time studies						
Study year, semester:	Yea	r 1, Semeste	er 1					
Language:	Eng	lish						
Prerequisites for the Course:	Bus	iness basics						
Course Summary:	The	aim of the	course is to	acquire the basics	of advertisement of pro	oducts and services,		
Course Summary.	and	to learn the	necessary b	asic skills how pra	ctically to build ads an	d commercials.		
Assessment:	Test	i						
	- Gained a positive assessment (at least 4 points) in the score;							
	- If the student does not fulfill the conditions for obtaining a positive assessment, the							
				redeployed in full				
		_		l be evaluated in th	ne 10-point system, tak	ing into account the		
	following criteria:							
	brilliant (10) - knowledge, skills and competence exceed the requirements specified in							
	the task;							
	Excellent (9) - knowledge, skills and competences fully meet the requirements set out in							
	the task;							
	very good (8) - the requirements of the task are completely fulfilled; however, in some							
	issues there is not enough deep understanding to use knowledge independently to solve							
	more complex problems;							
Requirements for Credits:	well (7) - the requirements of the task are generally fulfilled, but sometimes it is found to							
	be inadequate to use the acquired knowledge independently;							
	Almost well (6) - the requirements of the task are fulfilled, however, at the same time, an							
	insufficient understanding of the deep problem and inability to use the acquired							
	knowledge are detected;							
	Mediocre (5) - In general, the requirements for the task have been met, however, there is							
	insufficient knowledge of some problems and lack of skills to use the acquired							
	knowledge;							
	almost satisfactory (4) - generally, the requirements for the task have been learned, but							
	there is insufficient understanding of some basic concepts, there are considerable							
	difficulties in the practical use of the acquired knowledge;							
	weak (3) - knowledge is superficial and incomplete, the student is not able to use it in							
	specific situations;							



	very weak (2) - is superficial knowledge only about certain problems, most of the task					
	requirement is not learned;					
	very, very weak (1) - there is no understanding of the basic problem of the task, there is					
	hardly any knowledge of the topics discussed in the lectures.					
	- The test will be evaluated in the 10-point system. The test will be assessed as passed if					
	the student has completed a practical assignment.					
	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.: — study papers must be independently developed;					
	 the study work should reference all statements, ideas and data used that have been authored by someone else; 					
Abiding by the Academic Ethics	 appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; 					
	 the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. 					
	In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be retaken, unless the punishment is extramarital.					
	Learning Outcomes	The evaluation methods and criteria				
	Knowledge					
	Knowledge - facts, principles, concepts					
	(defined by perception or level of	Final test credit				
	understanding)					
	Understanding the principles of product and	Applying the skills acquired during the				
Learning Outcomes; the	service advertising.	study course in practical work				
evaluation methods and	Skills	-				
criteria	Cognitive and practical skills	Development of an advertising project				
	Competency					
	Competence - practical application of	The final course of the study course.				
	knowledge and skills	Development of an advertising project.				
	Able to develop a marketing, public relations	ST ST				
	and advertising plan for sustainable					
	development in a responsible and					
	independent manner.					
Course Compulsory	Mark Tungate, Adland: A Global History of	Advertising, Kogan Page Publishers 2007				
literature:	Steve Harrison, How to do better creative wor					
Course additional literature:	Steve Harrison , Changing the world is the only fit work for a grown man, Adworld Press, 2012					
Course confirmation date:	January 6., 2020.					
Date of course description update:						

Study Course Plan:

		Acade	mic hours	Study Form/
Date	Theme	Contact hours	Independent independent work hours students as	Organization of independent work of students and task description
The date is specified before the implementation of the course	Ad history and types	6	16	Lecture
	Audiences and communication	6	16	Lecture



Problems of advertising types and	6	16	Lecture
solutions			Practical lesson
Ad formation principles and	6	8	Lecture
practices.			Practical lesson
Test			
Hours total:	24	56	