

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	ADVERTISING TRENDS				
Course code (LAIS):	Ekon5016				
Study programme:	Business Environment Administration				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input checked="" type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	24	56
Course Author/ Tutor:	Raimonds Kalejs				
	Guest lecturer, Mg.Art				
	e-mail: raimonds.kalejs@gmail.com				
	Consultation: according to the schedule for each semester				
Study Form:	Full time studies				
Study year, semester:	Year 1, Semester 1				
Language:	English				
Prerequisites for the Course:	Business basics.				
Course Summary:	The aim of the course is to acquire the basics of advertisement of products and services, and, to learn the necessary basic skills how practically to build ads and commercials.				
Assessment:	Test				
Requirements for Credits:	<p>- Gained a positive assessment (at least 4 points) in the score;</p> <p>- If the student does not fulfill the conditions for obtaining a positive assessment, the next time the course must be redeployed in full;</p> <p>- The final practical task will be evaluated in the 10-point system, taking into account the following criteria:</p> <p>brilliant (10) - knowledge, skills and competence exceed the requirements specified in the task;</p> <p>Excellent (9) - knowledge, skills and competences fully meet the requirements set out in the task;</p> <p>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;</p> <p>well (7) - the requirements of the task are generally fulfilled, but sometimes it is found to be inadequate to use the acquired knowledge independently;</p> <p>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;</p> <p>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;</p> <p>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;</p> <p>weak (3) - knowledge is superficial and incomplete, the student is not able to use it in specific situations;</p>				

	<p>very weak (2) - is superficial knowledge only about certain problems, most of the task requirement is not learned;</p> <p>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.</p> <p>- 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.</p>	
Abiding by the Academic Ethics	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> - study papers must be independently developed; - the study work should reference all statements, ideas and data used that have been authored by someone else; - 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. <p>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 re-taken, unless the punishment is extramarital.</p>	
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes	The evaluation methods and criteria
	Knowledge	
	Knowledge - facts, principles, concepts (defined by perception or level of understanding)	Final test credit
	Understanding the principles of product and service advertising.	Applying the skills acquired during the study course in practical work
	Skills	
	Cognitive and practical skills	Development of an advertising project
	Competency	
Competence - practical application of knowledge and skills	The final course of the study course. Development of an advertising project.	
	Able to develop a marketing, public relations and advertising plan for sustainable development in a responsible and independent manner.	
Course Compulsory literature:	Mark Tungate, Adland: A Global History of Advertising, Kogan Page Publishers, 2007 Steve Harrison, How to do better creative work, Pearson UK, 2010	
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:

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

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