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BASIC ADVERTISING MANAGEMENT

Textbook



2023

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TEXTBOOK

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The proposed textbook is a basic volume of educational material for the curriculum economic profile, which is taught in higher education in Kazakhstan. It is intended for independent work of students: both individually and with the teacher, within the framework of the disciplines "Management", "Marketing Management", "Basic of Advertising Management", "PR-Management".

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INTRODUCTION

The purpose of the discipline: the formation of modern system knowledge and development of competencies in the theory and practice of advertising; formation of ideas about different ways of advertising impact and the possibility of their implementation in Kazakhstan conditions, as well as the formation of management skills of the processes of creation, implementation of promotional products.

Expected learning outcomes are presented below.

Know and understand: the requirements for the position of marketing communications manager, the theoretical foundations of marketing communications and advertising management, types of advertising media and their communication characteristics, the role of advertising in the implementation of marketing technologies, including integrated digital.

To be able to: apply advertising in the system of brand communications, synthetic means of marketing communications and informal verbal marketing communications.

Skills: use the tools of direct marketing, sales promotion, organization of exhibitions, fairs, sponsorship, event marketing, product placement, Inver gaming, integrated marketing communications at the point of sale, formation of corporate identity and its elements.

Demonstrate the ability to: use new trends in commercial communications, plan advertising campaigns, develop branded advertising content, distribute an advertising product, conduct media planning, organize BTL communications, and interact with communications agencies.

Radical changes in business practices have significantly changed modern marketing. Almost all markets are now characterized by fierce competition. The customer has become more sophisticated, demanding and demanding. As a consequence, marketing has become more targeted. All its tools in the modern conditions are not focused on the mass consumer, but on

a particular market segment, and in some cases - on a particular customer. Reputable experts quite reasonably believe that each contact achieved through marketing communications becomes a specific contribution to the construction of the brand.

It is obvious that along with marketing (and often in the first place) its most important instrument - marketing communications - changes. In recent years there have been corresponding changes in their structure and the set of media used for business communications. As experience shows, none of the means of marketing communications is perfect. All of them have both their undeniable advantages and significant disadvantages. When forming a "communication mix", in many cases the basic tools of marketing communications are uniquely combined. This mix allows you to take into account the specific characteristics of the market, the product, the company-communicator itself, etc. And in the end, only an optimal combination of communication tools allows for maximum effect.

One of the main trends in the development of marketing communications in recent years should also be called their digitalization, that is, their total shift to digital media. A striking example of the realization of this trend may be the "change of the leader" among advertising media in the next few years. Television, which has reigned unchallenged for more than half a century, is giving up its central position to the Internet. Not only in terms of budgets spent, but also in terms of the number of contacts.

WORK-SHOP MATERIALS

Research paper on the topic: "Advertising and marketing communications. Answer all of the WS questions in detail:

1) Analyze a specific advertising message and determine its place in the advertising classification system;

2) Give your own specific examples of the "friendliness" of outdoor advertising to recipients;

3) Illustrate with your own examples the benefits of advertising on transportation;

4) Use a specific example to illustrate the passage of the stages of print advertising that you know;

5) Suggest your own vision of the benefits of cinema advertising;

6) Illustrate with examples the dangers of using ambient advertising;

7) In what types of positioning strategies do you think advertising participation plays the most prominent role?

8) Provide examples of the active use of advertising tools in the implementation of merchandising techniques. Justify your answer.

Printed report on A4 sheets, accompanied by illustrations/photos (15-18 pages).

Criteria for evaluating the research paper:

Novelty and independence in formulating the problem, formulating a new aspect of a known problem in the establishment of new connections (interdisciplinary, intrasubject, integration).	10
Ability to work with research, critical literature, systematize and structure material.	10
The author's stated position, independence of assessments and judgments.	10
The table of contents corresponds to the topic of the research paper.	10
Compliance the content with the topic and table of contents for the research paper.	10
Completeness and depth of knowledge on the topic.	10
Validity of methods and methods working with the material.	10
Ability to generalize, draw conclusions, compare different points of view on the same issue (problem).	10
Evaluation of the literature used: whether the most famous works on the topic of research (including journal publications of recent years, the latest statistical data, summaries, references, etc.) were attracted.	5
How well the references to the used literature, the list of references is made.	5
Assessment of literacy and presentation culture (including spelling, punctuation, stylistic culture), command of terminology.	5
Compliance with the requirements for the volume of the research paper.	5
Total	100

SCIENTIFIC EDITION

TEXTBOOK

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