

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



ЗАТВЕРДЖУЮ"
Заступник керівника
(проректор з науково-педагогічної роботи)

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Міжнародна рекламна діяльність
робоча програма навчальної дисципліни

Галузь знань *всі галузі*
Спеціальність *всі спеціальності*
Освітній рівень *перший (бакалаврський)*
Освітня програма *всі програми*

Вид дисципліни *вибіркова*
Мова викладання, навчання та оцінювання *англійська*

Завідувач кафедри туризму

Олена СУЩЕНКО

Харків
2020

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

"APPROVED"

Vice-rector on scientific and pedagogical work

M.V. Afanasiev

International advertising business
Syllabus
for Bachelors (first) degree students

Галузь знань	<i>All</i>
Спеціальність	<i>All</i>
Освітній рівень	<i>Bachelor (first)</i>
Освітня програма	<i>All</i>

Type of the course	<i>selective</i>
Teaching and evaluation language	<i>English</i>

Head of the Tourism Department

Olena SUSHCHENKO

Kharkiv
2020

APPROVED

at the Department of Tourism meeting
Proceedings № 1 of 26.08.2020

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**Calendar of the syllabus
of an academic discipline renewal and re-approval**

Academic year	Date of the Department of Tourism meeting	Minutes number	Signature of the Head of the Department

Description of the Academic Discipline:

An ever-increasing number of universities are attempting to internationalise their curriculum by offering courses in international communication, international business, and international marketing. The course “International advertising business” is an attempt of the response to the demand for syllabi dealing with global issues and globalization. It is an effective supplement for courses concentrating on advertising, sociology, marketing or mass communication seeking to expand coverage of the international dimension.

The course is not intended to provide a country-to-country analysis of the global marketplace (a futile effort, given how quickly our world changes). Instead, using current examples and case studies, “International advertising business” addresses the key issues that sociologists and advertisers must keep in mind to create effective communications programmes for national and foreign markets. It comprises factors influencing the growth of international advertising, development of the global brands, the role of the consumer and his buying habits, cultural impact and its peculiarities. The problems of development and changes of advertising as social institution in the contemporary Ukrainian society are also considered and compared with the international trends.

The purpose of the discipline is formation of a system of theoretical knowledge and practical skills regarding contemporary forms of international advertising business and the possibilities of their application in the market activity of enterprises at the international level; comparison of national and international advertising institutions as a means of objectifying the way of a person’s life in a post-industrial society and a channel for the transmission of norms and values; improvements of the advertising campaign development, stimulation of the consumer activity.

Characteristics of the discipline

Course	3
Term	2
Credits ECTS	5
Final control	test

Structural-logical scheme of the discipline

Prerequisites	Postrequisites
Economy of an enterprise	Internet marketing
World economy and international economic relations	Methodology and organization of scientific research
Marketing	Cross-cultural communicative management

Professional competences:

Competence	Competence constituents
Ability to analyze international advertising as a process of business activity	Knowledge, skills and abilities of the essence of international advertising activity as a process
Ability to analyze current trends of the foreign countries’ advertising market	
Ability to identify and analyze the problems of the processes of international advertising activity of enterprises	
Ability to identify psychological aspects of marketing and advertising	Knowledge, skills and abilities of understanding advertising as a marketing process
Ability to analyze the main means of goods and service promotion	
Ability to detect effective forms of consumer impact	

Competence	Competence constituents
Ability to analyze culture as a factor in consumer behavior	Knowledge, skills and abilities concerning the culture impact on global marketing and advertising
Ability to identify the use of gender images in advertising	
Ability to examine brand image and develop strategies and procedures for its positioning	Knowledge, skills and abilities of global brands management
Ability to organize successful brand promotion	
Ability to develop strategic Internet planning, conduct web analytics and analyze the effectiveness of online advertising activities.	Knowledge, skills and abilities of Internet advertising tools and advertising in social media.
Ability to integrate social media into company's advertising and information system	

The Syllabus of the Academic Discipline

Module 1. International advertising as a process of business activity

Theme 1. The essence of international advertising. Advertising as an industry.

1.1. The system of international marketing communications and advertising. The place of advertising in the entrepreneurial activity and entrepreneurship. The goals and targets of international advertising industry. Advertising activity in the process of the world economy globalization.

1.2. Evolution of advertising in the world. Current trends of foreign countries advertising business. The main problems of international advertising: mass media accessibility, cost, analyses of the achieved results, choice of advertising type and media.

Theme 2. Advertising as a process of marketing activity. Psychological aspects of marketing and advertising.

2.1. The structure of marketing communications. The concept of integrated marketing communications. Traditional marketing strategies. New trends in marketing and advertising activity. The main means of goods and services promotion.

2.2. The structure of advertising activity. The stages of advertising development: specialization, expansion of the intermediary activity, integration, institutionalization. Forms of the consumer influence. Market research in advertising activity. Advertising targets. Prejudice as a restraining factor in advertising. Symbolic production as a means of realizing symbolic power. Psychology of influence and its peculiar features in advertising. Principles of influence.

Theme 3. International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.

3.1. Basic theoretical approaches to the study of a consumer behaviour. T. Veblen's Strategy of conspicuous consumption. Veblen effect. Consumption as a significant factor of social differentiation in the M. Weber's conception. The concept of "lifestyle" and "taste" in the theory of P. Bourdieu. Significance of consumption in the theory of J. Baudrillard. "Mythology of Advertising" by R. Bart.

3.2. Definition of the consumption culture. Culture as a factor of consumer behaviour. Elements, mechanisms and functions of the consumption culture. The influence of advertising on consumer behaviour. Customer traits and features that are considered while developing an advertising strategy. Modernist and postmodernist worldview on consumer behaviour. Consumers' social space. Consumers' social status and social role. Typology of consumer groups. Types of social power according to the Z. Bauman's conception.

3.3. *Advertising as an ideological construct.* Formation of the social-gender world in advertising. Technologies of the gender images use in advertising. Specificity of male and female image in modern advertising. Gender stereotypes and gender identity in advertising. The essence of fashion phenomenon as a social norm. The concept of emotional climate. Social significance of emotions.

Theme 4. International advertising as a process of communication. The language of cross-cultural advertising.

4.1. *Specificity of cross-cultural advertising.* Translation: inadequacy, ambiguity, and idiomatic use. The main tools, methods and techniques of the graphic language in advertising design.

4.2. *Fundamentals of the colour studies.* Psychological features of colour perception. The influence of colour and form on the advertisement perception.

4.3. *Features of composition in the advertising design.* The possibilities of the graphic style use in the design of modern advertising. Design and corporate style as a means of communication. The influence of graphic style on the advertising perception. Modern graphic technique and its use in advertising design.

Module 2

International advertising activity as the process of management.

Theme 5. Global brands development. Global brands management.

5.1. *International brand and international consumer.* The concept and structure of marketing brand research. Main directions of the brand research. Marketing research of the brand image. Market segmentation and positioning of the brand. Variants of the strategies positioning and the procedure of their development. Psychological aspects of the brand positioning. Ways of an existing brand correction. Rebranding. Restyling.

5.2. *Principles of brand management.* Brand management concept. Brand management as a specific function of modern management. Corporate and individual branding. Principles of brand management. Mission and values of the organization as the basis of its philosophy. Responsibilities of the brand manager and corporate culture. Internal branding.

5.3. *Brand promotion.* The value of brand communications. Consumer values in the successful brands communications. Basic requirements for brand communication. The essence of integrated branding. PR-technologies of branding.

Topic 6. Organization of an advertising campaign in the foreign market

6.1. *International advertising campaign and stages of its planning.* Research stage: studying the product characteristics, studying the consumers' characteristics and motives of consumer behaviour. Advertising planning strategy. Advertising planning tactics. Creating an advert. Checking the results of an advertising campaign. The complexity of an advertising campaign on an international scale. Major solutions on the implementation of an international advertising campaign. Standardization and modification of the international advertising campaign. Advantages and disadvantages of an advertising campaign modification.

6.2. *Global advertising.* The advantages and disadvantages of global advertising. Innovations in the international advertising practice.

Theme 7. The role of the Internet in promoting the company in international markets

7.1. *Current stage of internet economy development.* Dynamics and development trends. The factors of success and failure. Successful strategies of the Internet economy. Peculiarities of the Internet audience. The Internet strategic planning. The basics of the strategic Internet planning.

7.2. *The Internet advertising pricing policy.* Web analytics and Internet marketing effectiveness. Active and passive researches: search engines, Web-directories, thematic Web-servers, "yellow pages", links to non-thematic Web-servers.

Topic 8. Advertising tools in social media.

7.1. *Social media as a new medium of communication.* Influence of social media on modern social trends. Management of advertising in social media. Tasks and functions of marketing in social media.

7.2. *Management of the international advertising activity in the social media.* Integration of social media into the company's marketing information system. The methods of the effectiveness assessment of the company's marketing activity in social media.

The list of practical classes, as well as questions and tasks for independent work, are given in the table "Rating-plan of the discipline".

Teaching methods

In the course of teaching of the discipline *International advertising business* such modern educational technologies as problem lectures, mini-lectures, lectures-consultations, seminars-discussions, round tables, business games, open discussions, case method, presentations are used to enhance the educational process.

Distribution of forms and methods of the learning process activation according to the themes of the discipline

Theme	Practical application of the educational technologies
<i>Theme 1.</i> The essence of international advertising. Advertising as an industry.	<i>Mini-lecture</i> "The evolution of advertising in the world" <i>Seminar-discussion</i> "The main problems of international advertising: media availability, cost, analysis of the results achieved, the choice of advertising type and media". <i>Presentation</i> of the work results in small groups.
<i>Theme 2.</i> The essence of international advertising. Advertising as an industry.	<i>Mini-lecture</i> "Psychological aspects of marketing and advertising". <i>Seminar-discussion</i> "The stages of advertising development: specialization, expansion of the intermediary activity, integration, institutionalization. Forms of the consumer influence. Market research in advertising activity. Advertising targets. Prejudice as a restraining factor in advertising. Symbolic production as a means of realizing symbolic power. Psychology of influence and its peculiar features in advertising. Principles of influence". <i>Case study</i> "The latest trends in marketing and advertising".
<i>Theme 3.</i> International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.	<i>Seminar-discussion</i> "Advertising as an ideological construction. Formation of the social-gender world in advertising. Technologies of the gender images use in advertising. Specificity of male and female image in modern advertising. Gender stereotypes and gender identity in advertising. The essence of fashion phenomenon as a social norm. The concept of emotional climate. Social significance of emotions". <i>Case-study</i> "Culture as a factor of consumer behavior". <i>Presentation</i> of work results in small groups.

<i>Theme 4.</i> International advertising as a process of communication. The language of cross-cultural advertising.	<i>Problem lecture</i> “Specificity of cross-cultural advertising. Translation: inadequacy, ambiguity, and idiomatic use. The main tools, methods and techniques of the graphic language in advertising design”. <i>Mini-lecture, seminar-discussion</i> “The influence of graphic style on the advertising perception. Modern graphic technique and its use in advertising design”.
<i>Theme 5.</i> Global brands development. Global brands management.	<i>Problem lecture</i> “Marketing research of the brand image”. <i>Round table discussion</i> “The value of brand communications”.
<i>Topic 6.</i> Organization of an advertising campaign in the foreign market	<i>Mini-lecture</i> “The advantages and disadvantages of global advertising”. <i>Seminar-discussion</i> “Differences between national and international advertising”. <i>Presentation of work results in small groups.</i>
<i>Theme 7.</i> The role of the Internet in promoting the company in international markets	<i>Seminar-discussion</i> “The Internet advertising pricing policy. Web analytics and Internet marketing effectiveness”. Business simulation “Current stage of internet economy development. Dynamics and development trends. The factors of success and failure. Successful strategies of the Internet economy”.
<i>Topic 8.</i> Advertising tools in social media.	<i>Seminar-discussion</i> “Influence of social media on modern social trends. Management of advertising in social media. Tasks and functions of marketing in social media”. <i>Case study</i> “The methods of the effectiveness assessment of the company’s marketing activity in social media”.

Methods of the learning process activation

Theme	Practical implementation	Methods of the learning process activation
<i>Theme 1.</i> The essence of international advertising. Advertising as an industry.	The seminar theme “ ‘Goals and objectives of the international advertising industry. Advertising in the process of globalization of the world economy”	Seminars-discussions, presentations
<i>Theme 2.</i> Advertising as a process of marketing activity. Psychological aspects of marketing and advertising.	The seminar theme “New trends in marketing and advertising activity”	Seminars-discussions, presentations
<i>Theme 3.</i> International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.	The seminar theme “Cultural and ideological aspects of advertising”	Seminars-discussions, presentations
<i>Theme 4.</i> International advertising as a process of communication. The	The seminar theme “The graphic style of advertising”	Seminars-discussions, presentations

language of cross-cultural advertising.		
<i>Theme 5.</i> Global brands development. Global brands management.	The seminar theme “Main directions of the brand research”	Seminars-discussions, presentations
<i>Topic 6.</i> Organization of an advertising campaign in the foreign market	The seminar theme “International advertising campaign and stages of its planning”	Seminars-discussions, presentations
<i>Theme 7.</i> The role of the Internet in promoting the company in international markets	The seminar theme “Successful strategies of the Internet economy. The factors of success and failure”	Seminars-discussions, presentations
<i>Topic 8.</i> Advertising tools in social media.	The seminar theme “The role of social media in advertising”	Seminars-discussions, presentations

The System of Assessment

The system of evaluation of the developed competencies of students takes into account the types of tasks, which according to the curriculum include lectures, seminars, practical studies, as well as independent work. Assessment of competencies gained by students is based on a 100-point accumulation system, control procedures include:

the current control during the semester at lectures, practical classes, seminars is estimated by the sum of points (the maximum amount is 100 points; the minimum amount that allows a student to complete the discipline is 60 points);

The current assessment procedure. Assessment of student's knowledge during seminars and practical classes and performance of individual tasks is carried out in the following forms:

- active work during the lectures (1 point for each lesson) provided that the student actively participates in the discussion of the topic of the lesson, asks questions and expresses his/her own point of view on the topic of the lesson; total number of points 15;

- active participation in the practical classes (1 point for each lesson), provided that the student actively participates in the discussion on the topic of the lesson; total number of points 15;

Forms of current assessment:

tasks to the themes. During the semester, students complete tasks on all topics, namely: topic 1 (2 tasks); topic 2 (2 tasks); topic 3 (2 tasks); topic 4 (2 tasks), topic 5 (2 tasks), topic 6 (2 tasks), topic 7 (2 tasks); topic 8 (1 task); maximum score for each task on topics 1-7 - 3 points (i.e., for 2 tasks on the topic the student receives 6 points), on the topic 8- 5 points (total 47 points per semester)

essay. During the semester, students write one creative task (essay) on the topic № 3; maximum score is 3 points;

scientific work. During the semester, students participate in scientific work. The maximum score for scientific work is 10 points.

Module control in this discipline is carried out in the form of a written test. The maximum score is 5 points. Written test for the first module includes topics № 1-4; for the second module includes topics № 4-8. The structure of the written test: 1) test questions (maximum score - 3 points); 2) practical task (maximum score 2 points) (total 10 points).

The independent work of the students includes: working with the theoretical material presented during the lectures; study of the special separate issues which offered for an independent working out; homework; preparation for practical classes; preparation for the seminars; search (selection) of the material for the presentations on a given topic.

Final control is carried out in the form of a test, which is considered to be fulfilled if a student receives 60 points. The total points on the academic discipline are regarded as a sum of points gained during the period of studying the academic discipline.

All course requirements must be completed – they are not optional. Students who do not complete all requirements will receive an «incomplete» until all work is satisfactorily completed or grade «F», at the discretion of the instructor.

The final mark is set according to the scale given in the table “Results scale: national and ECTS”.

Forms of assessment and distribution of points are given in the table “Rating-plan of the discipline”.

Results scale: national and ECTS

The points for all types of educational activity	ECTS scale	The assessment according to the national scale and the university scale	
		Examination, course paper, practice	Examination, course paper, practice
90 – 100	A	excellent	excellent good satisfactory
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	unsatisfactory
1 – 34	F		

Rating plan of the discipline (Evaluation system of forming the levels of professional competencies)

Theme	Forms of study		Forms of control	Max. mark
Theme 1 (1 lessons)	<i>Class-work</i>			
	Lecture	Lecture: The essence of international advertising. Advertising as an industry.	Lecture work	2
	Practical study	Practical task: The main problems of international advertising: media availability, cost, analysis of the results achieved, the choice of advertising type and media Research: World evolution of advertising Discussion “The main problems of international advertising: media availability, cost, analysis of the results achieved, the choice of advertising type and media”.	Active participation in the analysis and discussion	2
	<i>Self-study</i>			
Questions and tasks for self-study	Search, selection and review of the literature on a given topic; practical tasks on the procurement process		Home task checking and grading, recitation	6
	Practical tasks		Solving practical problems on the topic	

Theme 2 (1 lessons)	<i>Class-work</i>				
	Lecture	The essence of international advertising. Advertising as an industry.	Lecture work	2	
	Practical study	Case study: "Evolution of advertising in the world". Discussion: "The main problems of international advertising: mass media accessibility, cost, analyses of the achieved results, choice of advertising type and media".	Active participation in the analysis and discussion	2	
	<i>Self-study</i>				
Questions and tasks for self-study	Search, selection and review of the literature on a given topic; practical tasks on the procurement process	Home task checking and grading, recitation			
	Practical tasks	Solving practical problems on the topic		6	
Theme 3 (2 lessons)	<i>Class-work</i>				
	Lecture	International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.	Lecture work	2	
	Practical study	Case study: ". Culture as a factor of consumer behaviour". Discussion of the topics: Advertising as an ideological construct. Formation of the social-gender world in advertising. Technologies of the gender images use in advertising. Specificity of male and female image in modern advertising. Gender stereotypes and gender identity in advertising. The essence of fashion phenomenon as a social norm. The concept of emotional climate. Social significance of emotions.	Active participation in the analysis and discussion	2	
	<i>Self-study</i>				
	Questions and tasks for self-study	Search, selection and review of the literature on a given topic; practical tasks on the procurement process	Home task checking and grading, recitation		
		Essay	Essay		3
	Practical tasks	Solving practical problems on the topic		6	
Theme 4 (2 lessons)	<i>Class-work</i>				
	Lecture	International advertising as a process of communication. The language of cross-cultural advertising.	Lecture work	2	
	Practical study	Practical task "Specificity of cross-cultural advertising. Translation: inadequacy, ambiguity, and idiomatic use. The main tools, methods and techniques of the graphic language in advertising design."	Active participation in the analysis and discussion		2
		Written test-paper	Test-paper		5
	<i>Self-study</i>				
	Questions and tasks for self-study	Search, selection and review of the literature on a given topic; practical tasks on the procurement process	Home task checking and grading, recitation		
Practical tasks		Solving practical		6	

			problems on the topic	
Theme 5 (2 lessons)	<i>Class-work</i>			
	Lecture	Global brands development. Global brands management.	Lecture work	2
	Practical study	Practical tasks on the concept and structure of marketing brand research. Main directions of the brand research. Marketing research of the brand image. . Round table discussion "The value of brand communications".	Active participation in the analysis and discussion	2
	<i>Self-study</i>			
Questions and tasks for self-study	Search, selection and review of the literature on a given topic; practical tasks on the procurement process		Home task checking and grading, recitation	
	Practical tasks		Solving practical problems on the topic	6
Theme 6 (2 lessons)	<i>Class-work</i>			
	Lecture	Organization of an advertising campaign in the foreign market	Lecture work	2
	Practical study	Practical tasks as to the international advertising campaign and stages of its planning.	Active participation in the analysis and discussion	2
	<i>Self-study</i>			
Questions and tasks for self-study	Search, selection and review of the literature on a given topic; practical tasks on the procurement process		Home task checking and grading, recitation	
	Practical tasks		Solving practical problems on the topic	6
Theme 7 (2 lessons)	<i>Class-work</i>			
	Lecture	The role of the Internet in promoting the company in international markets	Lecture work	2
	Practical study	Business game on the topic: "Current stage of internet economy development". Discussion: The Internet advertising pricing policy. Web analytics and Internet marketing effectiveness. Active and passive researches	Active participation in the analysis and discussion	2
	<i>Self-study</i>			
Questions and tasks for self-study	Search, selection and review of the literature on a given topic; practical tasks on the procurement process		Home task checking and grading, recitation	
	Competence-oriented task		Solving practical problems on the topic	6
Theme 8 (2 lessons)	<i>Class-work</i>			
	Lecture	Advertising tools in social media.	Lecture work	1
Practical study	Practical tasks as to the management of the international advertising activity in the social media, integration of social media into the company's marketing information	Active participation in the analysis and	1	

	system, the methods of the effectiveness assessment of the company's marketing activity in social media.	discussion	
<i>Self-study</i>			
Questions and tasks for self-study	Search, selection and review of the literature on a given topic; practical tasks on the procurement process	Home task checking and grading, recitation	5
	Written test paper	Final test-paper	5
	Participation in the olimpiads, competitions, writing of the scientific paper	Defense of the scientific paper	10
		Total	100

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