SYLLABUS

**Autumn semester 2024-2025 academic year Educational program: "6В03203-Public Relations"**

3 course bachelor's degree

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ID**  **and name of course** | **Independent work of the student (IWS)** | | **Number of credits** | | | **General number of credits** | **Independent work of the student under the guidance of a teacher (IWST)** |
| **Lectures (L)** | **Practical classes (PC)** | **Lab. classes (LC)** |
| **Management and Marketing of Modern Communications** | 4 | | 15 | 0 | 30 | 5 | 7 |
| **ACADEMIC INFORMATION ABOUT THE COURSE** | | | | | | | |
| **Learning Format** | **Cycle, component** | **Lecture types** | | **Types**  **of practical classes** | | **Form and platform of the final control** | |
| *Offline* | MD.  Optional component. M-12 | auditorium | | problem solving, group discussions, round tables, practical tasks, tests, intellectual  games | | Oral exam | |
| **Lecturer:** | Kerimbek Zhylbek Senbekuly, senior lecturer,  UNESCO Chair in Journalism & Communication | | | | |
| **e-mail:** | zkerimbek@mail.ru | | | | |
| **Phone:** | +7 707 685 57 74 | | | | |
| **ACADEMIC COURSE PRESENTATION** | | | | | | | |
| **Aim**  **of the course** | **Expected Learning Outcomes (LO)**  As a result of studying the discipline the student will be able to | | | | | **Indicators of LO achievement (ID)** | |
| **The goals of mastering the discipline “Analytical article in foreign media” are:**  **1. introducing students to the basics of analytical journalism and artistic journalism in foreign media;**  **2. formation of knowledge and competencies in the field of genre specifics of analytical journalism and artistic journalism in foreign media.** | PO 1: to understand the unity of historical, economic, social and technological processes using the example of the dialectic of print media development | | | | | The student must know:  ID 1.1: freely appeal to scientific and professional terminology  ID 1.2: understand the cause-and-effect relationship between the processes of the scientific and technological revolution and society.  ID 1.3: be able to independently analyze the processes that are taking place or have taken place in the past in the media system | |
| PO 2: to form a marketing strategy for a publication, focusing on potential and existing audiences, taking into account foreign experience | | | | | The student must be able to:  ID 2.1: be able to apply basic marketing technologies used in print media  ID 2.2: conduct marketing, demographic and other research of potential audiences  ID 2.3: possess primary skills in using strategic management tools | |
| PO 3: to understand the purpose of technological, genre and communication technologies used in modern and past media | | | | | The student must own:  ID 3.1: understand the reasons for current and past changes in genre and technological components of production  ID 3.2. imagine the consequences and calculate the results of technological changes  ID 3.3. propose promising ways of technological changes in your own publication | |
| PO 4: to analyze the shortcomings of the activities of one’s own printed publication, taking into account foreign and domestic experience | | | | | The student must demonstrate the ability and willingness to:  ID 4.1: recognize the need for technological changes  ID 4.2: monitor the results of work to improve the publication's production processes  ID 4.3: formulate proposals to improve the work of the printed publication, taking into account foreign experience | |
| **Prerequisites** | VSO 1201, TPPR 2204 | | | | | | |
| **Postrequisites** | SPS 4303, MDPR 4304, FEBPRP 4305 | | | | | | |
| **Learning Resources** | **Literature:**  **Main:**   1. Akhmetova L. S. Journalism and Management: Textbook. - Almaty: Kazakh University, 2000 - 131 p. 2. Gurevich S. - Economy of Domestic Media: Textbook for Universities. - M.: Aspect Press, 2004 3. Perlov V. I., Marketing at the Printing Industry Enterprise - M.: Publishing House of Moscow State University of Printing Arts, 2000 4. Nazaikin A., Advertising Activities of Newspapers and Magazines. M.: RIP-Holding - 2002 5. Novikova O. E., Marketing in Publishing - M.: MGAP, "World of Books", 1995 6. Chereshneva Yu. E., Promotion of Print Media. - M.: Publishing House "RIP-Holding", 2006. - 262 p. 7. Kudabay A.A., Manipulative components of commercial advertising" - A.: "Kazakh University", 2018. - 162 p.   **Additional:**   1. Rahel Zahlmann (2018). Foreign journalism in the era of globalization an ethnographic study of foreign correspondents of the German broadcasting network ARD in Europe.https://www.diva-portal.org/smash/get/diva2:1235888/FULLTEXT01.pdf 2. Лошаков Александр Геннадьевич Зарубежная литература XX века (1940 - 1990-е годы). Практикум: Учебное пособие / Т.В. Лошакова, А.Г. Лошаков. - М.: Флинта: Наука, 2010. - 328 с.: 60x88 1/16. (переплет) ISBN 978-5-9765-0867-5, 1000 экз. - Режим доступа: <http://znanium.com/catalog/product/247737> 3. Кабанова И. В. Зарубежная литература XX века : практические занятия: Практикум / Кабанова И.В., - 3-е изд., стер. - М.:Флинта, 2017. - 472 с.: ISBN 978-5-89349-977-3 - Режим доступа: <http://znanium.com/catalog/product/465640>   **Internet resources:**  httр://pressсlub.kz Казахстанский пресс-клуб  httр://www.naso.kz НАСО  httр://www.facebook.com/prstudentconference/Студенческая конференция «Сиреневый PRорыв»  httр://press-servise.ru Журнал «Пресс-служба»  httр://sovetnik.ru Журнал «Советник»  httр://www.blogрr.ru Обсуждение событий в сфере PR  http://www.prjournal.ru/ Журнал «PR в России»  httр://www.mediascope.ru Научные материалы по специальности  httр://prweek.com Международный журнал «PRWeekUK»Прощание с прессой: бумажные газеты и журналы доживают последние годы? // <https://newizv.ru/article/general/06-06-2019/proschanie-s-pressoy-bumazhnye-gazety-i-zhurnaly-dozhivayut-poslednie-gody>  Почему печатные СМИ никогда не умрут //https://www.eg.ru/society | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Academic course policy** | | The academic policy of the course is determined by [the Academic Policy](https://univer.kaznu.kz/Content/instructions/%D0%90%D0%BA%D0%B0%D0%B4%D0%B5%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%B0%D1%8F%20%D0%BF%D0%BE%D0%BB%D0%B8%D1%82%D0%B8%D0%BA%D0%B0.pdf) and [the Policy of Academic](https://univer.kaznu.kz/Content/instructions/%D0%9F%D0%BE%D0%BB%D0%B8%D1%82%D0%B8%D0%BA%D0%B0%20%D0%B0%D0%BA%D0%B0%D0%B4%D0%B5%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B9%20%D1%87%D0%B5%D1%81%D1%82%D0%BD%D0%BE%D1%81%D1%82%D0%B8.pdf) [Integrity of the al-Farabi Kazakh National University .](https://univer.kaznu.kz/Content/instructions/%D0%9F%D0%BE%D0%BB%D0%B8%D1%82%D0%B8%D0%BA%D0%B0%20%D0%B0%D0%BA%D0%B0%D0%B4%D0%B5%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B9%20%D1%87%D0%B5%D1%81%D1%82%D0%BD%D0%BE%D1%81%D1%82%D0%B8.pdf)  **Аcademic honesty.** Practical/laboratory classes, IWS develop the student's independence, critical thinking, and creativity. Plagiarism, forgery, the use of cheat sheets, cheating at all stages of completing tasks are unacceptable.  Compliance with academic honesty during the period of theoretical training and at exams, in addition to the main policies, is regulated by [the "Rules for the final control"](https://univer.kaznu.kz/Content/instructions/%D0%9F%D1%80%D0%B0%D0%B2%D0%B8%D0%BB%D0%B0%20%D0%BF%D1%80%D0%BE%D0%B2%D0%B5%D0%B4%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%B8%D1%82%D0%BE%D0%B3%D0%BE%D0%B2%D0%BE%D0%B3%D0%BE%20%D0%BA%D0%BE%D0%BD%D1%82%D1%80%D0%BE%D0%BB%D1%8F%20%D0%9B%D0%AD%D0%A1%202022-2023%20%D1%83%D1%87%D0%B3%D0%BE%D0%B4%20%D1%80%D1%83%D1%81%D1%8F%D0%B7%D1%8B%D0%BA%D0%B5.pdf) , ["Instructions for the final control of the](https://univer.kaznu.kz/Content/instructions/%D0%98%D0%BD%D1%81%D1%82%D1%80%D1%83%D0%BA%D1%86%D0%B8%D1%8F%20%D0%B4%D0%BB%D1%8F%20%D0%B8%D1%82%D0%BE%D0%B3%D0%BE%D0%B2%D0%BE%D0%B3%D0%BE%20%D0%BA%D0%BE%D0%BD%D1%82%D1%80%D0%BE%D0%BB%D1%8F%20%D0%B2%D0%B5%D1%81%D0%B5%D0%BD%D0%BD%D0%B5%D0%B3%D0%BE%20%D1%81%D0%B5%D0%BC%D0%B5%D1%81%D1%82%D1%80%D0%B0%202022-2023.pdf) [autumn / spring semester of the current academic year"](https://univer.kaznu.kz/Content/instructions/%D0%98%D0%BD%D1%81%D1%82%D1%80%D1%83%D0%BA%D1%86%D0%B8%D1%8F%20%D0%B4%D0%BB%D1%8F%20%D0%B8%D1%82%D0%BE%D0%B3%D0%BE%D0%B2%D0%BE%D0%B3%D0%BE%20%D0%BA%D0%BE%D0%BD%D1%82%D1%80%D0%BE%D0%BB%D1%8F%20%D0%B2%D0%B5%D1%81%D0%B5%D0%BD%D0%BD%D0%B5%D0%B3%D0%BE%20%D1%81%D0%B5%D0%BC%D0%B5%D1%81%D1%82%D1%80%D0%B0%202022-2023.pdf) , "Regulations on checking students' text documents for borrowings".  **Academic Behavior Rules:** a regular attendance of all types of classes by the student is requires, absence without the reason is prohibited. Lateness and absence in classes are estimated as 0 points. Students will be judged also by their participation in classroom activities. The deadlines for the completion and delivery of assignments (laboratory, individual works, project, presentations, paperworks etc.), examinations are very important. In case of violation of the deadlines, the task is evaluated taking into account the deduction of penalty points. Students who missed classes for a respectful reason (with supporting documents), work out them in office hours of the lecturer. Students who do not complete all types of works are not allowed to pass the final exam.  **Academic values:** students must be honest and ethical in their pursuit of academic goals in accordance with the University Students Honor Code. It is required to perform all tasks independently, forgery. The use of cheat sheets, writing off, cheating and disrespectful attitude towards to others at all stages of knowledge  control - are not allowed. | | | | | | |
|  | | **Basic principles of inclusive education.** The educational environment of the university is conceived as a safe place where there is always support and equal attitude from the teacher to all students and students to each other, regardless of gender, race / ethnicity, religious beliefs, socio-economic status, physical health of the student, etc. All people need the support and friendship of peers and fellow students. For all students,  progress is more about what they can do than what they can't. All students, especially those with disabilities, can receive consulting assistance by personal phone or e-mail of the lecturer. | | | | | | | |
| **INFORMATION ABOUT TEACHING, LEARNING AND ASSESSMENT** | | | | | | | | | |
| **Score-rating letter system of assessment of accounting for educational achievements** | | | | | **Assessment Methods** | | | | |
| **Grade** | **Digital equivalent points** | | **points,**  **% content** | **Assessment according to the traditional system** | **Criteria-based assessment** - the process of correlating actual learning outcomes with expected learning outcomes based on clearly defined criteria. Based on formative and summative assessment.  **Formative assessment -** type of assessment that is carried out in the course of daily learning activities. It is the current measure of progress. The performance of the tasks, the activity in the classroom during lectures, seminars, practical exercises (discussions, quizzes, debates, round tables, laboratory work, etc.) are evaluated. Acquired knowledge and competencies are assessed.  **Summative assessment** - type of assessment, which is carried out upon completion of the study of the section in accordance with the program of the course. Conducted 3-4 times per semester. This is the assessment of mastering the expected learning outcomes in relation to the descriptors. Learning outcomes  are evaluated. | | | | |
| A | 4.0 | | 95-100 | Excellent |
| A- | 3.67 | | 90-94 |
| B+ | 3.33 | | 85-89 | Good |
| B | 3.0 | | 80-84 | **Formative and summative assessment** | **Points % content** | | | |
| B- | 2.67 | | 75-79 | Activity at lectures | 0 | | | |
| C+ | 2.33 | | 70-74 | Activity during practical classes | 20 | | | |
| C | 2.0 | | 65-69 | Satisfactory | Independent work | 30 | | | |
| C- | 1.67 | | 60-64 | Design and creative activity | 10 | | | |
| D+ | 1.33 | | 55-59 | Unsatisfactory | Final control (exam) | 40 | | | |
| D | 1.0 | | 50-54 | TOTAL | 100 | | | |
| **Calendar (schedule) for the implementation of the content of the course.** | | | | | | | | | |
| **Week** | **Topic. L – lecture. PC – practical class** | | | | | | **Number of hours** | **Max. score** | |
| **Module 1.** **Shaping the Global Agenda. Information in Decision Making.** | | | | | | | | | |
| **1** | **L 1. L 1.** Concepts of management and marketing. | | | | | | 1 | 0 | |
| **PC 1.** Concepts of management and marketing in media theory. | | | | | | 2 | 5 | |
| **2** | **L 2.** Basic concepts of production. Information as a "commodity". | | | | | | 1 | 0 | |
| **PC 2.** Information as a commodity. Pros and cons of the concept | | | | | | 2 | 5 | |
| **3** | **L 3.** "Consumer niche" of the media. | | | | | | 1 | 0 | |
| **PC 3.** Why haven't newspapers, theatre and cinema "died out"? | | | | | | 2 | 10 | |
| **IWST 1.** Consultation on the implementation of the IWS.  Determine the "consumer niche" of your own media project. | | | | | | 2 | 15 | |
| **4** | **L 4.** Unique Selling Proposition [(USP) Unique Selling Point; USP], Rosser Reeves. | | | | | | 1 | 0 | |
| **PC 4.** USP of the media project. | | | | | | 2 | 10 | |
| **IWST 2.** Determine the USP of your own media project. | | | | | |  |  | |
| **5** | **L 5.** Marketing research of the media market. Target audience and target market. | | | | | | 1 | 0 | |
| **PC 5.** Sociology and Marketing. | | | | | | 2 | 5 | |
| **ISW 1.** Conduct a sociological study. Determine the potential audience of the media project. | | | | | | 2 | 15 | |
| **6** | **L 6.** Pilot media project, purpose and development rules. | | | | | | 1 | 0 | |
| **PC 6.** Mission, purpose and objectives of the project. | | | | | | 2 | 5 | |
| **SIWT 3.** Draw up the mission, goal and objectives of the media project. | | | | | | 2 | 15 | |
| **7** | **L.7**. Business plan of a media project. Purpose and rules of development. | | | | | | 1 | 0 | |
| PC 7. Business plan structure. | | | | | | 2 | 5 | |
| **Midterm control 1.** | | | | | | | | **10** | |
| **Module 2. Planning and controlling of media projects.** | | | | | | | |  | |
| **8** | **L 8.** Legislation on the media and media project. Organizational and legal forms of media business entities. | | | | | | 1 | 0 | |
| **PC 8.** Legislation of the Republic of Kazakhstan in the field of media and advertising. | | | | | | 2 | 5 | |
| **IWST 4.** Consultation on the implementation of SIW.  Determination of the legal form of the media project. | | | | | | 2 | 10 | |
| **9** | **L 9.** Attracting financial resources for the implementation of a media project. Franchise and foreign capital. Fundraising and crowdfunding. | | | | | | 1 | 0 | |
| **PC 9.** Project break-even point | | | | | | 2 | 5 | |
|  | **SIWT 5.** Drawing up a plan for attracting resources for the project. | | | | | |  |  | |
| **10** | **L 10.** Pricing policy of the media project. Cost calculation. Competition. | | | | | | 1 | 0 | |
| **PC 10.** Outsourcing in a media enterprise. | | | | | | 2 | 10 | |
| **ISW 2.** Calculation of the cost of your own media project. | | | | | | 2 | 10 | | |
| **11** | **L 11.** Media project budget. Income and expenditure part of the budget | | | | | | 1 | 0 | | |
| **PC 11.** Taxes in the activities of a media enterprise. | | | | | | 2 | 10 | | |
|  | **SIWT 6.** Budgeting for a media project. | | | | | |  |  | | |
| **12** | **L12.** Planning and controlling in a media project. Accounting and logistics. | | | | | | 1 | 0 | | |
| **PC 12.** Time Management in the Media. | | | | | | 2 | 5 | | |
| **13** | **L 13.** Promotion of media publication. Sales stimulation. | | | | | | 1 | 0 | | |
| **PC 13.** Sale of the edition. | | | | | | 2 | 5 | | |
| **SIWT 7**. Consultation on the implementation of SIW 3.  Development of a plan for promoting a media project. | | | | | |  |  | | |
| **14** | **L 14.** Editorial management. Structure of the media editorial office. | | | | | | 1 | 0 | | |
| **PC 14.** Ethics in the structure of media management. | | | | | | 2 | 5 | | |
| **SIW 3.** Development of the editorial structure of a media project. | | | | | | 2 | 10 | | |
| **15** | **L 15.** Management and marketing service in the structure of the media. PR in promoting a media project. | | | | | | 1 | 0 | | |
| PC 15. Image of a media publication. | | | | | | 2 | 5 | | |
| Midterm control 2. | | | | | | | | **10** | | |
| **Final control (exam)** | | | | | | | | **100** | | |
| **TOTAL for course** | | | | | | | | **100** | | |

|  |  |  |
| --- | --- | --- |
| **№** | **Evaluation criterion** | **Number of points** |
| 1 | Knowing the history of the emergence, formation and current trends of foreign correspondence; categorize seven different classifications of foreign correspondents given by J. M. Hamilton; represent the career ladder of a foreign correspondent and required skills; identify threats foreign correspondents may face from government authorities; evaluate connection of bloggers and citizen journalists to international news coverage  (**theoretical skills**) | 40 |
| 2 | The ability to apply in practice the theoretical knowledge gained; describe the role and mission of global media; define “no-go areas” for international media; highlight common features of international journalistic cooperation projects and conditions for participation in them; use the benefits of attracting local and native journalists to international projects  (**practical skills**) | 40 |
| 3 | Using of supporting (additional) information | 5 |
| 4 | Proper volume | 5 |
| 5 | Constructing a response | 5 |
| 6 | Absence of logical, grammatical, theoretical and practical errors | 5 |
| **Total: 100** | | |

**Dean of the Faculty** K.A. Auesbayev

**Head of the Department** O.Zh. Oshanova

**Lecturer** Zh.S.Kerimbek