

## SYLLABUS

<b>Course title:</b>	<b>Imageology</b>
<b>Language:</b>	English
<b>Instructor:</b>	Ellina Sidelnik, Candidate of Social Sciences, Associate Professor, e-mail:el_sidelnik@mail.ru
<b>Semester when the course unit is delivered:</b>	Spring semester
<b>Level of course unit:</b>	Master level
<b>Teaching hours per week:</b>	2
<b>ECTS credits:</b>	5
<b>Course description:</b>	<p>The course is designed for students interested in studying leadership, management politics. This course is about the concept "image", its types, influence, place and role in the contemporary society.</p> <p>This course helps students understand a conceptual framework of a course; typology of requirements and values of target audiences; interrelation between types of target audiences, their values and image expectations; define features of image impact on mass consciousness.</p>
<b>Course objectives:</b>	<p>The course is intended to:</p> <ul style="list-style-type: none"><li>- improve understanding of the context of image making;</li><li>- strengthen knowledge of leadership;</li><li>- to enable students to analyze needs of the target audience and the customer;</li><li>- to order and conduct necessary sociological researches;</li><li>- to build necessary information channels;</li><li>- to correct behavior and style of the speech of the customer;</li><li>- to design the required image and maintain it.</li></ul>

<p>Admission requirements:</p>	<p>Students are likely to meet the following requirements to apply for the course:</p> <ul style="list-style-type: none"> <li>- at least level B2 of English proficiency or equivalent;</li> <li>- a relevant field of study/major/professional qualification (Bachelor's degree in Social Science or equivalent);</li> <li>- willingness to work in an international team on real cases.</li> </ul> <p>Applicants are also expected to have completed the following courses (desired but not necessary): Management Theory, Organizational Management, Strategic Management, Change Management, Managerial Psychology, Social Science.</p>
<p>Course contents:</p>	<p>The essence of Imageology:</p> <ul style="list-style-type: none"> <li>- the history of Imageology;</li> <li>- the outstanding scientists in this field;</li> <li>- the development of Imageology in Russia/</li> </ul> <p>Image:</p> <ul style="list-style-type: none"> <li>- structure;</li> <li>- function;</li> <li>- types of images.</li> </ul> <p>Target audience:</p> <ul style="list-style-type: none"> <li>- types of audience;</li> <li>- approaches and methods to define your audience;</li> <li>- the means of effective dealing with the your target audience;</li> <li>- one-way and two-ways communications;</li> <li>- feedback approach.</li> </ul> <p>Image making:</p> <ul style="list-style-type: none"> <li>- types of personality;</li> <li>- motivations and emotions of a person;</li> <li>- image making methods.</li> </ul>
<p>Learning outcomes:</p>	<p>After having completed the course the students will:</p> <ul style="list-style-type: none"> <li>- reflect on structure and types of image;</li> <li>- deepen their knowledge of models of mass communication and filters of perception;</li> <li>- know specifics of work with mass audience and various information channels;</li> <li>- be aware of sequence of work of the image consultant;</li> <li>- be aware of specifics of work with already</li> </ul>

<p>Learning activities and teaching methods:</p>	<p>created image;</p> <ul style="list-style-type: none"> <li>- have developed the competences, professional and personal skills and qualities;</li> <li>- improve their team-working skills.</li> </ul> <p>The course combines interactive lecturing, training workshops, class discussions, as well as project and case study group work and simulations to achieve the learning outcomes. During the course, students' teams will work on strategic SFedU image project as an educational and scientific establishment to promote it worldwide. The strategic image project will have the following results: a written report (max. 10 pages) and a 20-min. presentation followed by a 25-min. discussion.</p>
<p>Assessment methods and criteria:</p>	<p>The assessment is based on the active participation in the course discussions, trainings and simulations, as well as in presenting and reporting on the projects' results. Course attendance is required for a student to be graded. When absent, students have to contact the Course Leader for additional course assignments.</p> <p>Student achievement is graded according to the following criteria:</p> <ul style="list-style-type: none"> <li>- class participation (individual) – 50%;</li> <li>- simulations (individual) – 10%;</li> <li>- strategic policy and academic leadership award projects (case study group) – 40%;</li> </ul>
<p>Suggested reading and resources:</p>	<ol style="list-style-type: none"> <li>1. Sampson E. The image factor. A guide to effective self-presentation for career enhancement. - London, 1994.</li> <li>2. Чумикова А. Н., Реклама и связи с общественностью: имидж, репутация, бренд:— Москва : Аспект Пресс, 2014.</li> <li>3. Почепцов, Георгий Георгиевич. Профессия: имидж-мейкер / Г.Г. Почепцов .— 2-е изд., испр. и доп. — СПб. : Алетейя, 2000 .— 256 с.</li> <li>4. Зарубин, Александр Леонидович (канд. экон. наук ; 1968-) . Репутация - капитал личности / А. Зарубин, В. Вагин .— М. : АПРИКОМ, 2007 .— 211 с.</li> <li>5. Чуланова, Оксана Леонидовна (канд. пед.</li> </ol>

	<p>наук) . Имиджелогия : учеб.-метод. посо-бие [для вузов, ведущих подгот. магистров по направлению 521500 (080500) "Менедж-мент" и специалистов по упр. персоналом] / О. Л. Чуланова ; Сургут. гос. ун-т, Магистратура .— Сургут : Изд-во СурГУ, 2007 .— 263 с. 6. Марков, Самуил. PR в России больше чем PR. Технологии и версии / С. Марков .— Москва : Астрель : АСТ, 2001 .— 283,</p>
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