

The All-Ukrainian scientific and pedagogical advanced training

## Advertising Activities in Education and Science

December 2 – January 12, 2025

The professional program of advanced training is based on the latest scientific approaches to the organization of adult learning, achievements of psychological-pedagogical, social, and behavioral sciences. It is focused on the development and advancement of legal, psychological-pedagogical, communicative, communication competencies, as well as practical skills and attainments of interactive communication and professional-personal growth to improve professional communication and the implementation of teaching activities.

All participants will be provided with a *collection of abstracts* and an electronic certificate.

The workload of advanced training consists of **6 credits ECTS (180 hours)** and distributes 6 hours each day for 6 business weeks.

### ORGANIZERS



We kindly invite academic and research staff of higher education institutions and scientific establishments, practitioners, postdoctoral, postgraduate and undergraduate students, and all interested in the topic to take part in the advanced training.

## MEMBERS OF THE ORGANIZING COMMITTEE:

**Halych Oleksandr Anatoliiovych** - PhD in Economics, Professor, Rector of Poltava State Agrarian University, *Head of the Organizing Committee*;

**Aranchii Valentyna Ivanivna** - PhD in Economics, Professor, First Vice Rector, Poltava State Agrarian University, *Deputy Head of the Organizing Committee*;

**Horb Oleh Oleksandrovyh** - PhD in Agriculture, Associate Professor, Vice Rector for Academic Affairs and Research, Poltava State Agrarian University, *Deputy Head of the Organizing Committee*;

**Diachkov Dmytro Volodymyrovych** - Doctor of Economics, Professor, Director of the Educational and Scientific Institute of Economics, Management, Law and Information Technologies, Poltava State Agrarian University;

**Pysarenko Volodymyr Viktorovych** - Doctor of Economics, Professor, Head of the Department of Marketing, Poltava State Agrarian University;

**Vakulenko Yuliia Valentynivna** - PhD in Agriculture, Associate Professor, Head of the Educational and Research Center of Information and Communication Technologies in Education and Adult Education, Poltava State Agrarian University;

**Dudnyk Volodymyr Vasylovych** - PhD in Engineering, Associate Professor, Head of the Department of Adult Education and Innovative Development, Poltava State Agrarian University.

## THE EVENT INCLUDES THREE ZOOM LECTURES:

**10<sup>th</sup> December, 14:30**, lecture “*Advertising theory*”.

**17<sup>th</sup> December, 14:30**, lecture “*The main stages of advertising*”.

**24<sup>rd</sup> December, 14:30**, lecture “*A moral-ethical component of advertising*”.



Speaker - **Liadskyi Ihor Kostiantynovych**, PhD in Agriculture, Assistant Professor at the Department of Marketing, advisory service expert, Poltava State Agrarian University.

A link to the online lecture will be sent to all participants after paying participation fees. Online lectures will be saved.

## REGISTRATION PROCEDURE:

**Participation form:** remote.

Persons who are interested in participation should **before November 29, 2024 (inclusively)**:

- 1) [fill an application form](#);
- 2) send a copy of payment confirmation to Organizing [advanced\\_training@cuesc.org.ua](mailto:advanced_training@cuesc.org.ua) (the coordinator provides you with payment details when you fill in an application).

**NB!**

From *December 2 to January 12, 2025 (inclusively)*, during the advanced training, participants should send **research-methodological abstracts** to [advanced\\_training@cuesc.org.ua](mailto:advanced_training@cuesc.org.ua).

**RE: Advanced training on advertising activities in education and science.**

Participation in the scientific and pedagogical advanced training without research and methodological report is impossible.

After February 28, 2025, every participant will receive a collection of abstracts and a certificate via e-mail indicated in the participation form.

## REQUIREMENTS FOR ABSTRACTS:

Volume – from 2 to 5 pages, A-4, Microsoft Word.

Font – Times New Roman, size – 14; line spacing – 1,5; the first line indention – 1,25 cm; margins – 2 cm.

**Sequence of materials in abstracts:** title (semi-bold capitals); the author's surname and initials (semi-bold); academic degree, rank (if any), post, place of employment (study); text.

**A file should be titled** in accordance with the participant's surname and initials (for example: Shevchenko T.H.\_abstracts).

**References (without repetitions)** are at the bottom of the text taking into account the National Standard of Ukraine [DSTU 8302: 2015 “Information and documentation. Bibliographic reference. General principles and rules of composition”](#).

Citations in the text should be marked with numerical order of a source according to the list and page (pages) number, for example [7, p. 16].

**Languages:** Ukrainian, English.

## PROHIBITION ON USING THE AGGRESSOR STATE'S SCHOLARLY PAPERS:

Languages: Ukrainian and English. It is prohibited citing and including in the reference list Russian-language publications published in any country, including papers written in other languages but published in Russia and Belarus.

## ACADEMIC INTEGRITY:

The Organizing Committee of the All-Ukrainian Advanced training guarantees high-quality anonymous peer-review of each contribution. All papers are subject to check for plagiarism using [StrikePlagiarism.com](https://www.strikeplagiarism.com) by the Polish company [Plagiat.pl](https://www.plagiat.pl).

## CONTACTS:

### Center for Ukrainian and European Scientific Cooperation

Contact person: **Liashchova Anastasiia Oleksandrivna**, Coordinator of the All-Ukrainian scientific and pedagogical advanced training.

Contact number: + 38 (095) 653 40 42

Email: [advanced\\_training@cuesc.org.ua](mailto:advanced_training@cuesc.org.ua)

Web-site: [cuesc.org.ua](https://cuesc.org.ua)

Facebook: [facebook.com/cuescinfo](https://facebook.com/cuescinfo)

YouTube: [youtube.com/channel/cuescinfo](https://youtube.com/channel/cuescinfo)



## SAMPLE OF ABSTRACTS:

### **Рекламна діяльність в освітній галузі**

**Лядський І. К.**

*кандидат сільськогосподарських наук,*

*доцент кафедри маркетингу*

*фахівець дорадчої служби*

*Полтавський державний аграрний університет*

*м. Полтава, Україна*

Вагоме значення у становленні та розвитку економіки, заснованої на знаннях, відіграє освіта [1, с. 13].

<...>

### **Література:**

1. Колот А. М. Вища освіта як чинник формування людського капіталу: сучасний стан, тенденції розвитку. *Вісник Прикарпатського університету. Економіка*. 2007. Вип. 4. С. 12–16.