

<b>Discipline</b>	<b>Optional discipline № 3.2 «Imageology»</b>
Degree of higher education	Bachelor
Name of specialty / study programme	International Economic Relations /International Business
Mode of study	Full-time
Year of studies, semester, duration	3 <sup>rd</sup> year, 5 <sup>th</sup> semester, one-semester
Semester control	Pass/fail test
Number of hours (lectures and seminars), credits	180 (32/32), 6 credits
Language	Ukrainian or English
Department in charge	International Economic Relations and Project Management
Author of the discipline	Viktoriia Kukharyk
<b>Short description</b>	
Prerequisites	Required knowledge: business etiquette, psychology, sociology, foreign language level not lower than A2 (English)
What will be studied?	Basic concepts of imageology, "image" as a basic concept of imageology, features of the imagemaker profession, classification of images, tools of imageology, technologies of personal image management, structure of personal image, verbal and nonverbal image, features of business image, features of leader corporate image, corporate dress code, image policy
Why is it interesting and should be learnt?	Image affects on our lives and no matter what attitude we have to it. A positive image helps to communicate and to achieve a social success. A negative image prevents communication and goals achievement. The subject's learning helps in mastering and skillful use of knowledge in building interpersonal and business relationships.
What can be learnt? (study results)	The subject's learning will form ability to own the conceptual and categorical apparatus of imageology and its use in professional and everyday activities, to learn the basic methods of image analysis, to understand the psychological image of public authorities, basic skills in data collection for image analysis.
How can the acquired knowledge and skills (competences) be used?	To organize, to plan and to conduct image research, to be able to explain, to assess the level of organizations image, to use socio-psychological knowledge in the process of image creating of a leader, to create a positive / negative personal and business image
Suggested readings	<ol style="list-style-type: none"> <li>1. Jian Raymond Rui, Michael A. Stefanone. Strategic image management (in English). URL: <a href="https://www.researchgate.net/publication/263456479_STRATEGIC_IMAGE_MANAGEMENT_ONLINE">https://www.researchgate.net/publication/263456479_STRATEGIC_IMAGE_MANAGEMENT_ONLINE</a></li> <li>2. The 2018 Online Reputation Management Guide for Business (in English). URL: <a href="https://www.reputationx.com/hubfs/orm-guide-for-business.pdf">https://www.reputationx.com/hubfs/orm-guide-for-business.pdf</a></li> <li>3. Reputation Management (in English). URL: <a href="http://www.iye.org.tr/wp-content/uploads/2013/10/E-Book_Raputation_Management_2012.pdf">http://www.iye.org.tr/wp-content/uploads/2013/10/E-Book_Raputation_Management_2012.pdf</a></li> <li>4. John Doorley and helio FreD Garci. Reputation ManageMent (in English). URL: <a href="https://www.pdfdrive.com/reputation-management-the-key-to-successful-public-relations-and-">https://www.pdfdrive.com/reputation-management-the-key-to-successful-public-relations-and-</a></li> </ol>

	corporate-communications-d161000575.html
Web-link to the description of the discipline	<a href="https://vnu.edu.ua/uk/faculties-and-institutes/fakultet-mizhnarodnikh-vidnosin">https://vnu.edu.ua/uk/faculties-and-institutes/fakultet-mizhnarodnikh-vidnosin</a>

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