



Course Syllabus

Course Code	Course Title	ECTS Credits
COMM-443	Advertising and Creativity in the Digital Age	6
Prerequisites	Department	Semester
None	Communications	Spring
Type of Course	Field	Language of Instruction
Required	PR, Advertising and Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr. Nicholas Nicoli	1 st
Mode of Delivery	Work Placement	Corequisites
Conventional (Face-to-face)	No	None

Course Objectives:

The main objectives of the course are to:

- introduce the fundamentals of creativity in a practical and conceptual manner;
- explore issues concerning the nature, characteristics and approaches to developing creative advertising messages;
- examine the power of ideation and how to think creatively;
- examine how creativity can be evaluated in advertising;
- realize the importance of creativity in advertising;
- discuss the core forms of message appeals;
- consider the roles and skills of those involved in developing creative advertising;
- explore the evolution and characteristics of digital and emerging media;
- understand the structure of advertising agencies in a digital, social media landscape.

Learning Outcomes:

After completion of the course students are expected to be able to:

- explain ideas about what creativity might be and how it is used;
- determine the key elements of creative advertising content;
- build creative advertising campaigns;
- work collaboratively within a team structure to develop options for content creation;
- explain digital media advertising and how it differs from traditional media;
- use digital platforms in organizing creative advertising;
- appraise and compare the relative advantages and disadvantages of digital media;
- evaluate emerging and converging media as vehicles to carry messages;
- build social media advertising campaigns.

Course Content:

- definitions and terminology of creativity, advertising, and digital advertising;
- definitions and terminology of advertising;
- definitions and terminology of digital advertising;
- understanding the advertising industry;
- building creative communication plans;
- discuss case studies: think small / think big;
- working on building digital ads and social media ads.

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

Assessment methods:

Participation / Home assignments

Multiple choice (MIDTERM)

Group collaboration

Project / Presentation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Advertising: strategy, creativity and media	Fill, Chris, Hughes, Graham, Francesco, De Scott.	Pearson	2013	ISBN-13: 978-0-273-76089-4
Advertising creative: strategy, copy, design (6 th edition)	Altstiel, Tom, Augustine, Dan; Jenkins, L. Joanna,	Sage Publications	2023	ISBN-13: 978-1071846650

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Principles of Public Relations	Nicholas Nicoli / Marcos Komodromos	University of Nicosia	2013	