



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-393	Advertising	6
Prerequisites	Department	Semester
MKTG-291	Marketing	Fall
Type of Course	Field	Language of Instruction
Required*	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Prof Ioanna Papasolomou	3 rd
Mode of Delivery	Work Placement	Co-requisites
Face-to-Face	None	None

* Elective for all Business programs

Course Objectives:

The main objectives of the course are to:

- Provide an overview of the key advertising principles
- Explain the theoretical knowledge underlying advertising practice
- Explore how key advertising principles can be applied in practice
- Assess the role of the advertising agency in the design of advertising campaigns
- Examine the stages of segmentation, targeting and positioning in the market targeting process
- Appreciate the importance and role of advertising in the overall marketing strategy
- Study the characteristics, advantages and disadvantages of media vehicles
- Develop and evaluate an advertising program
- Design and evaluate integrated marketing communication campaigns

Learning Outcomes:

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

1. Assess the importance and role of advertising in the corporate marketing strategy
2. Evaluate the role of the advertising agency in the design of successful advertising programs
3. Construct a market targeting plan (segmentation, targeting and positioning)
4. Study and evaluate the nature and role of various media vehicles in disseminating marketing messages
5. Appraise the advantages and disadvantages of each type of media as communication methods incorporated in an integrated media strategy
6. Design and evaluate an advertising campaign
7. Build an integrated marketing communications campaign

8. Design and develop an advertisement for print or out-of-home media

Course Content:

1. Introduction to Integrated Marketing Communications (IMC): IMC involves the coordination of the various elements of marketing and communication programs including advertising into a “one look, one voice” approach.
2. The role of IMC in the Marketing Process: IMC includes all the promotional tools (seller-initiated efforts) to set up channels of information and persuasion in order to sell goods or services or promote an idea.
3. Market Segmentation, targeting and positioning: analyze each strategy and its various tools and explain how they interrelate.
4. Organizing for Advertising and Promotion: The Role of Advertising Agencies: AAs offer clients all the services necessary to manage the total advertising function- planning, creation, production, placement, and evaluation.
5. The Communication Process: An understanding of the communication process as well as the models and perspectives regarding how consumers respond to advertising and promotional messages are valuable in planning and implementing the marketing communications and advertising programs.
6. Source, Message and Channel Factors: There are a number of considerations involved in selecting a source of a promotional message, different types of message structures and appeals, and a number of factors influencing the choice of channel/medium used that need to be examined.
7. Establishing Objectives and Budgeting for the Advertising Program: Setting specific objectives for advertising, understanding their role in the advertising program and comprehending the process of budgeting and the issues involved in budget setting are critical in the success of the advertising program.
8. Developing the Advertising Program (Creative Strategy: Planning and Development, Implementation and Evaluation): Examining and Understanding advertising creativity, the creative strategy development process, the advertising appeals, the execution styles, and the evaluation process.
9. Media Planning and Strategy: The purpose of media planning is to conceive, analyze and creatively select channels of communication that will direct advertising messages to the right people in the right place at the right time.
10. Evaluation of Broadcast Media: Advertisers need to evaluate each type since each medium has its own characteristics, advantages, and drawbacks.
11. Evaluation of Print Media: Print media has its unique qualities, advantages and disadvantages that need to be identified.
12. Support Media: Traditional and non-traditional support media has its advantages and disadvantages and plays a specific role in the advertising program.
13. Measuring the Effectiveness of the Advertising Program: In assessing the effectiveness of the advertising program, there is a need to study the various measures used in assessing promotional program effectiveness, and to evaluate alternative methods for measuring promotional program effectiveness.

Learning Activities and Teaching Methods:

Lectures, case study analysis, in-class exercises and discussion, homework exercises, videos

Assessment Methods:

Final Exam, Midterm Exam, Project, Homework Exercises, Participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Advertising and Promotion: An Integrated Marketing Communications Perspective, 11th International ed.	Belch G.E. and Belch, M.A.	McGraw-Hill	2017	ISBN10: 1259548147 ISBN: 9781259548147
Advertising and Promotion: An Integrated Marketing Communications Perspective, 11th International ed. (SmartBook)	Belch G.E. and Belch, M.A.	McGraw-Hill	2017	ISBN10: 125990024X ISBN13: 9781259900242

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
M: Advertising, 3 rd ed.	William Arens and Michael Weigold	McGraw-Hill International Editions	2017	ISBN10: 1260052206 ISBN13: 9781260052206
M: Advertising, 3 rd ed. (SmartBook)	William Arens and Michael Weigold	McGraw-Hill International Editions	2017	ISBN10: 1259900096 ISBN13: 9781259900099