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

Objectives of the Course:

The main objectives of the course are to:

- Provide an overview of the key advertising principles
- Understand the theoretical knowledge underlying advertising practice
- Show how key advertising principles can be applied in practice
- Understand the importance and role of advertising in the overall marketing strategy
- Design advertising 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 marketing strategy**
(students should be able to identify and appraise the important role advertising plays in an organization's efforts to market its product, service or ideas to its customers).
- 2. Examine and determine the role of the advertising agency** (students should be able to study and identify the role of the advertising agency as the most significant company in the development of advertising).
- 3. Appreciate the nature and use of media (television, radio, newspapers, magazines, and out-of-home) in the advertising campaign** (students should be able to determine the various methods of message delivery available to marketers, the advantages and disadvantage of each type of media as communication methods, as well as the key considerations in making media

decisions and develop media strategies).

4. **Design an advertising campaign** (students will acquire the necessary knowledge and understanding to be able to design and develop an advertising campaign which is a set of interrelated and coordinated marketing communication activities that centre on a single theme or idea that appears in different media across a specified time period).
5. **Design and develop an advertisement for print or out-of-home media part of the advertising campaign designed** (students will have the skills and knowledge to be able to design an advertisement for a magazine or newspaper or out-of-home media (e.g. poster, billboard) that will be an integral part of the advertising campaign that will have to design and develop.

Course Contents:

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. **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.
4. **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.
5. **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.
6. **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.
7. **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.
8. **Evaluation of Broadcast Media** Advertisers need to evaluate each type since each medium has its own characteristics, advantages, and drawbacks.
9. **Evaluation of Print Media** Print media has its unique qualities, advantages and disadvantages that need to be identified.
10. **Support Media** Traditional and non-traditional support media has its advantages

and disadvantages and plays a specific role in the advertising program.

11. 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 and Discussion, In-Class Exercises, and Presentations.

Assessment Methods:

Homework, Project, Mid-Term, Final Exam.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Belch, G.E. and Belch, M.A.	Advertising and Promotion: An Integrated Marketing Communications Perspective (10th Global Edition)	McGraw-Hill International Editions	2014	9789814575119
Belch G.E. and Belch, M.A.	Advertising and Promotion	McGraw Hill Publishers	2015	9814575119 (E-book)

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Moriarty, S., Mitchell, N., Wells, W.	Advertising	Pearson Education	2008 (8 th Edition)	0-135009383
Wells, W., Moriarty, S., Burnett, J., and Lwin, M.	Advertising Principles and Effective IMC Practice	Pearson Education	2007	0-131676601

