



Syllabus

Term: 2025/26/1 **Subject name:** Advertising and Sales Promotion **Subject code:** B19GMB12E

Unit (Unit code) Department of Marketing and Tourism (MTI)

Lecturer responsible for the course: NAGY Ákos

Requirement: Exam

Classes per week : 2/2/0/0

Classes per term:

Purpose of education:

This course is designed to help you develop an overall perspective of advertising as a communication process and the relationship of advertising to the marketing process. Specifically, you should gain knowledge in the resources and tools that are available to advertisers and how these are used to make strategic advertising decisions. You should also gain an awareness of the role of advertising within society and the marketplace in general and the relationship between advertising and the individual consumer in particular.

Learning Outcomes:

Knowledge:

On completion of this module the successful student will be able to:

- critically evaluate the areas that need to be addressed in planning an advertising campaign;
- apply relevant advertising concepts and techniques in managing a business;
- understand how planning, organizing and control activities impact on a successful advertising campaign;
- demonstrate how IMC elements can be integrated in order to gain a competitive edge.

Skills



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Purpose of education:

This module will call for the successful student to demonstrate:

- ability to plan effective IMC campaigns for a brand;
- positive contribution to group (team) working;
- creative thinking, problem solving abilities in the field of advertising;
- appropriate evaluative judgments of advertising campaign ideas and elements.

Contents:

Orientation - The Concept of Advertising

Advertising and the Marketing Process, IMC, Advertising Background

Planning and Strategy I. – II.

Creative side of advertising I. –II.

Media planning

Print Media, Broadcast Media

Midterm exam

Interactive Online Media I.

Interactive Online Media II.

Promotions, Retail, B to B, International Advertising



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Contents:

Direct Response Marketing

Public Relations

Group presentations

System of examing and valuation:

The four assessment components are:

Team projects (15 %) (Weeks 1-7 and 9-13): This requires students to form groups (fictional advertising agencies), conduct planning activities and present their advertising decisions based on each week's assignment.

Group (coursework) presentations (15%) (Week 14): Students will have to integrate their weekly team projects into a final presentation and demonstrate their own brand revitalization campaign. (Assessments handed after the duration of the deadline can count max. 50% of the originals.)

Midterm exam (10%) (Week 8) (Length of the exam: 1 hour): This will assess the fundamental knowledge and understanding of the first 7 lectures and connected chapters of the core learning material. This will include essay-based and multi-choice questions.

Final exam (60 %) (Length of the exam: 1 hour): This will assess the fundamental knowledge and understanding of the breadth of the syllabus. This will include essay-based and multi-choice questions.

0 – 50%	fail
51 – 60%	pass
61 – 75%	fair
76 – 88%	good
88 – 100%	excellent

Bibliography:

- Wells-Burnett-Moriarty: Advertising & IMC: Principles & Practice, Global Edition, Prentice Hall



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Bibliography:

Europe, Ninth Edition (2011) or later editions

Additional (optional) reading material:

- Belch And M.A. Belch: Advertising And Promotion: An Integrated Marketing Communications Perspective, Mcgraw Hill, 8/E (2009)
- Arens, William F: Contemporary Advertising Mcgraw-Hill/Irwin; 12 Edition (2008)
- David Ogilvy: Confessions Of An Advertising Man, Southbank Publishing (August 1, 2004)
- Clow, Kenneth E. And Baack, Donald E.: Integrated Advertising, Promotion And Marketing Communications, 5/E (2010)

Bibliography: