



ADVERTISING AND SALES PROMOTION

General data

Course code:	B19GMB12E
ECTS credits:	7
Type of the course:	business elective
Semester:	Spring, Semester 6
Course restrictions:	<i>Introduction to Marketing (recommended, not compulsory)</i>
Course leader (with availabilities):	Ákos Nagy, Dr. nagy.akos@ktk.pte.hu +36 72 501 599/ 63133
Further lecturer(s) (with availabilities):	

1. Description and aims

This module aims

- **to develop an overall perspective of advertising**
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.
- **to make valuable decisions when facing marketing communication planning tasks and problems in a real life business environment**
On the long term the course is designed to help students develop their professional attitude and experiential ground for deciding whether a particular communication idea, a proposed advertisement or media is good or not in terms of the company's current situation, goals and brand communication policies.

The course is divided into five broad, but overlapping and interactive areas. The first deals with advertising and its role in our society and the marketplace, with particular emphasis on its relationship with the consumer. Second, we will examine the components of the advertising process including research, market analysis, product investigation, marketing strategies, consumer behaviour, and the communication process. Third, the function of media as carriers of advertising messages will be examined including gaining an understanding of media characteristics, audience characteristics, and the determination of media effectiveness. Fourth, the creation and production of advertising for the various media, the creative process, creative strategy, and campaign planning will be discussed. Fifth, the role of advertising and other marketing communication elements working together in the marketplace to assist brands to grow.

Although it is useful while studying advertising to divide it into these areas, it is also important at the outset of this course that you recognize the interrelationship of these areas and the dependency of one upon the others.



2. Intended Learning Outcomes (ILOs)

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

1. appraise the different (for profit – non-profit) areas of advertising (*PILO1 and PILO8*)
2. evaluate how media types, campaign planning, and organizing activities will impact on a successful advertising campaign
3. create effective integrated marketing communication campaigns for a brand (*PILO3*)
4. elaborate on own ideas, propose adequate advertising concepts and techniques (*PILO5 and PILO 6*)

(The remarks in brackets express each CLO's connection to the Program Intended Learning Outcomes (PILOs).)

3. Content, schedule

The discussion of topics is divided into the followings in the following order:

1. Orientation - The Concept of Advertising, Social, ethical and environmental issues in advertising, Brand advertising, advertising background, Integrated Marketing Communications
2. Planning and strategy I-II (*IKEA: Global Communication Strategy, Multimedia Case*)
3. *Guest Lecture from an Advertising Agency practitioner and Case Study analysis (Ariel's #ShareTheLoad: Integrated Marketing Communication Campaign)*
4. Creative side of advertising I –II
5. Media planning
6. *Midterm exam*
7. Print media, broadcast media
8. Interactive online media I-II.
9. Promotions, retail, B to B and international advertising
10. Direct response marketing
11. Public relations
12. Coursework presentations

4. Learning and teaching strategy, methodology

Principal teaching methodologies: lectures, case studies(video/written), seminars – group work, pre-readings, blended learning – quizzes, excercises, in-class discussions

Because advertising is a practical discipline that involves art as much as science, this course will be taught through a combination of lectures on the concepts and principles, discussion of their applications and analyses of some significant marketing (advertising) issues. CLIO and Cannes Lions award winning case study videos will be shown and daily news from relevant fields of advertising will be discussed. The module will be taught through lectures, and seminars. Students will have to prepare individually and in teams for the sessions. Students' reflections on the day's material and their



contributions to the discussion are considered important elements of the learning process. Therefore, students are strongly advised to come prepared. Students are expected to have read in advance of class the chapter assignments so that we may have meaningful discussions in class and we can address any questions a student might have regarding the material.

The discussion will be facilitated in class through a blended learning environment, where ideas can be shared via digital platforms and also in the case of in-class discussions.

5. Assessment

Formative assessment elements:

Feedback from lecturers on in-class practice activities, work-in-progress presentations, and there will be self-reflection questions at the end of classes.

Beside these, in every lesson there will be an online quiz, which serves as a basis for monitoring students' learning process, and providing ongoing feedback that can be used by the instructor to improve teaching. It will help students to identify their strengths and weaknesses and target areas where they need more effort and work. It will also be used to check class participation.

The opportunity to consult with the instructor on draft coursework presentations will be also given during the seminars.

Summative assessment elements:

Individual Assessment	60%	Group Assessment	40%
Proportion of the course assessment is based on true or false and multiple choice question: 18% (3% from the midterm and 15% from the final exam.)			

Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CIOs
Campaign project presentation	30%	group oral presentation coursework	Students will work week to week on a revitalization campaign for a chosen for profit or non-profit organization or brand. At the end, they will have to integrate their weekly team projects into a final (10 minutes long) presentation and demonstrate their own integrated marketing communication campaign.	Students have to hand in at least half of the given weekly assignments to get a certain amount of points based on their aggregated achieved average level of submitted work. After every week's assignment deadline, students have a "grace period" (3 days) to submit their solutions. Students who cannot attend classes (e.g. custom curriculum, or are on Erasmus leave) can hand in every week's assignments up until the beginning of the exam period. When none of the group members is available from the group to give the presentation or in case of individual solution (e.g. custom curriculum, or are on Erasmus leave) the coursework presentation (in	yes	3,4



				ppt format) can be submitted via e-mail.					
Case study (this year: Ariel's #ShareTheLoad: Integrated Marketing Communication Campaign)	10%	individual written coursework	A marketing communication case study selected from the Harvard case study center. Students will have to come prepared (previously read the case) and we will have a discussion about it in class. Then students will have to prepare a case summary answering the arised questions in the case and hand it in until the next class	Those who cannot attend the class on the day of the case study will have the opportunity to hand in together with all the other students until the deadline their case summary.	not	3,4			
Midterm exam	10%	individual written exam	This will assess the fundamental knowledge and understanding of the first 5 lectures and connected chapters of the core learning material. <i>It will have the same structure as the final exam and the achievable 50 points will be divided by 5 in order to calculate the maximum 10 points (percentage) achievable from the final grade.</i> The exam will include essay-based (15 points), short answer (15 points), true or false (5 points) and multi-choice questions (10 points) in the following structure:	Those who cannot attend the class on the day of the midterm exam will have another opportunity given (discussed and agreed on with the module leader), when they can write the exam. Students who cannot attend classes (e.g. custom curriculum, sickness, or are on Erasmus leave) are not obliged to write the exam and in this case their final exam will count for 70% of the grade	not	1,2			
								Number of questions in the exam	Achievable points (altogether 50 point)
							True or False	5	1 point for each question, altogether 5 points
							Multiple Choice	10	1 point for each question, altogether 10 points
							Short Answer	4	5 points for each question, altogether 20 points
							Essay	1	15 points
Final exam	50%	individual written exam	A written exam based on all topics and chapters covered. This will assess the fundamental knowledge and understanding of the breadth of the syllabus and will include essay-based (15 points), short answer (15 points), true or false (5 points) and multi-choice questions (10 points) in the following structure:	Those who fail or are not able to be present during the final exam can take the retake exam.	yes	1,2			
								Number of questions in the exam	Achievable points (altogether 50 point)
							True or False	5	1 point for each question, altogether 5 points
							Multiple Choice	10	1 point for each question, altogether 10 points
							Short Answer	4	5 points for each question, altogether 20 points
							Essay	1	15 points

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

6. Learning materials

- Essential



WELLS-BURNETT-MORIARTY: Advertising & IMC: Principles & Practice, Global Edition, Prentice Hall Europe, Ninth Edition (2011) or later editions

Harvard cases available from the HBS coursepack:

- Ariel's #ShareTheLoad: Integrated Marketing Communication Campaign TB0638-PDF-ENG
- IKEA: Global Communication Strategy, Multimedia Case I0042E-HTM-ENG

- Recommended

Readings available from the HBS coursepack:

- Brand Storytelling - INDUSTRY AND BACKGROUND NOTE 519049-PDF-ENG
- Influencer Marketing - INDUSTRY AND BACKGROUND NOTE 520075-PDF-ENG
- Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. CMR758-PDF-ENG
- Upstream Social Marketing Strategy: An Integrated Marketing Communications Approach BH809-PDF-ENG

Belch And M.A. Belch: Advertising And Promotion: An Integrated Marketing Communications Perspective, Mcgraw Hill, 8/E (2009) or later editions

Arens, William F: Contemporary Advertising Mcgraw-Hill/Irwin; 12 Edition (2008) or later editions

David Ogilvy: Confessions Of An Advertising Man, Southbank Publishing (August 1, 2004) or later editions

Clow, Kenneth E. And Baack, Donald E.: Integrated Advertising, Promotion And Marketing Communications, 5/E (2010) or later editions

Online magazines:

[HTTP://WWW.ADWEEK.COM/](http://www.adweek.com/)

[HTTP://ADAGE.COM/](http://adage.com/)

[HTTP://CREATIVITY-ONLINE.COM/](http://creativity-online.com/)

Blogs:

[HTTP://THEINSPIRATIONROOM.COM/DAILY/](http://theinspirationroom.com/daily/)

[HTTP://ADSOFTHEWORLD.COM/](http://adsoftheworld.com/)

[HTTP://ADRANTS.COM/](http://adrants.com/)

[HTTP://WWW.ADVERBLOG.COM/](http://www.adverblog.com/)

[HTTP://SCARYIDEAS.COM/](http://scaryideas.com/)

7. Further information

International aspects embedded with the course



Case examples during class
Guest lectures from international faculty
Talks from non-national practitioners

Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course

Project-based work related to ERS
Case examples during class

Connections to the world of practice of the course

Traditional case studies
Talks from practitioners during class
Use of own project (brand/company based) experience