

COURSE OUTLINE

1. GENERAL

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| SCHOOL | APPLIED SCIENCES | | |
| DEPARTMENT | DIGITAL MEDIA AND COMMUNICATION | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE UNIT CODE | DMC 357 | SEMESTER OF STUDY | 3 rd |
| COURSE TITLE | ADVERTISING | | |
| COURSEWORK BREAKDOWN | | TEACHING WEEKLY HOURS | ECTS Credits |
| Lectures | | 3 | |
| Practice - Workshops | | 2 | |
| <i>Total</i> | | 5 | 7 |
| COURSE UNIT TYPE | Compulsory, Special Course Infrastructure | | |
| PREREQUISITES : | - | | |
| LANGUAGE OF INSTRUCTION/EXAMS: | GREEK | | |
| COURSE DELIVERED TO ERASMUS STUDENTS | Yes (in English) | | |
| MODULE WEB PAGE (URL) | http://elearn.teikoz.gr/course/view.php?id=73 | | |

2. LEARNING OUTCOMES

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| Learning Outcomes |
| <p>The aim of the course is to help students understand the basic concepts and techniques of advertising management and apply them effectively. The organizational structure of advertising agencies and the impact of Internet on advertising practice are topics which will be covered in this course. Moreover, the course is designed to show students how advertising contributes in the integrated communications strategy of businesses and organizations.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Apprehend the role of advertising (traditional and digital) in the promotion of a corporation or organization. • Outline effective advertising plans and campaigns. • Judge through evaluation the completeness and effectiveness of an advertising campaign. • Appraise different types of advertisements based on criteria such as production cost, effectiveness, media selection, and achievement of communication objectives. • Contrast and compare different advertising plans through careful analysis of case studies. |
| General Skills |
| <ul style="list-style-type: none"> - Teamwork - Decision making - Critical thinking - Free, creative and inductive thought |

3. COURSE CONTENTS

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| <p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> - Advertising forms, styles and appeals. - Advertising planning process. - Advertising campaign objectives, media selection and planning, evaluation and measurement of the effectiveness of advertising messages. - Advertising agencies: Organization Structure and Operations. |
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- Analysis of advertising costs using traditional and digital media.
- The use of digital media in the promotion mix.
- Consumers' perceptions towards advertisements placed on traditional and digital media.
- Design and production of advertisements and copywriting.
- Forms of online advertising.
- Case studies focusing on advertising production, creative idea, copywriting and visual elements of advertisements.

4. TEACHING METHODS - ASSESSMENT

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| MODE OF DELIVERY | In-Class | |
| USE OF INFORMATION AND COMMUNICATION TECHNOLOGY | Support of the learning process through the e-class platform. | |
| TEACHING METHODS | Method description | Semester Workload |
| | Lectures | 39 |
| | Practice - Workshops | 26 |
| | Project Work (non-compulsory) | 45 |
| | Personal Study | 65 |
| | Total Work Load for student with project work | 175 |
| | Lectures | 39 |
| | Practice - Workshops | 13 |
| | Personal Study | 110 |
| | Total Work Load for student without project work | 175 |
| ASSESSMENT METHODS | I. End of Semester Formal Examination (60%) <ul style="list-style-type: none"> - Short answer questions - Essay questions - Questions of applying theories and models of advertising on case studies and problems. II. Presentation of Group Projects (40%) | |

5. RESOURCES

- Recommended Book Resources:

- Arens, W. (2013), *Contemporary Advertising* (14th edition), McGraw-Hill.
- Belch, G. and Belch, M. (2010), *Advertising and Promotion: An Integrated Marketing Communications Perspective* (8th edition), McGraw-Hill.
- Leiss, W., Kline, S., Jhally, S., Botterill, J. (2008), *Social Communication in Advertising: Consumption in the Mediated Marketplace* (1st Edition), Routledge, New York.
- Dyer, G. (1993), *Advertising as Communication (Studies in Culture and Communication)* (1st Edition), Routledge, New York.
- Zeff, R. and Aronson, B. (1999), *Advertising on the Internet*, John Wiley & Sons, New York.
- Davis, J. (1997), *Advertising Research: Theory & Practice* (2nd Edition), Prentice Hall, Upper Saddle River, NJ.
- Shiva, V.A. (1997), *The Internet Publicity Guide: How to Maximize your Marketing and Promotion in Cyberspace*, Allworth Press, New York.
- Adams, R. (2003), *www.advertising: Advertising and Marketing on the World Wide Web (Design Directories)*, Watson – Guptill, New York.
- Jones, J. (1999), *The Advertising Business: Operations, Creativity, Media Planning, Integrated Communications*, Sage, Thousand Oaks, California.
- Zotos, G. (2008), *Advertising, Planning, Development, and Effectiveness* (5th Edition), University Studio Press A.E., Athens (in Greek).
- Frigkas, G. (2010), *Advertising: A Contemporary Approach*, Klidaritmos, Athens (in Greek).

- Frigkas, G. (2005), *Advertising & Marketing on the Internet*, Kritiki, Athens (in Greek).

- Recommended Article/Paper Resources:

- Werner, R., and Saffert, P. (2013), *Creativity in Advertising: When It Works and When It Doesn't*, *Harvard Business Review*, Vol. 91, No. 6, pp. 106-112.
- Ewing, M. (2013), *The Good News About Television: Attitudes Aren't Getting Worse: Tracking Public Attitudes toward TV Advertising*, *Journal of Advertising Research*, Vol.53, No.1, pp. 83-89.
- Cheong, Y., De Gregorio, F., and Kim, K. (2010), *The Power of Reach and Frequency in the Age of Digital Advertising*, *Journal of Advertising Research*, Vol. 50, No.4, pp. 403-415.
- Farrall, N., and Whitelock, C. (2010), *A Comparative Analysis of Advertising Characteristics, Strategy, Style and Form in Global and National Brand Advertising*, *Journal of Marketing Communication*, Vol. 7, No. 3, pp. 125-136.
- Binet, L. and Field, P. (2009), *Empirical Generalizations about Advertising Campaign Success*, *Journal of Advertising Research*, Vol. 49, No. 2, pp. 130-133.