

ADVERTISING AND PROMOTION

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| Course code | <i>MNG 114</i> |
| Course title | <i>Advertising and Promotion</i> |
| Type of course | <i>Main</i> |
| Study level | <i>1st</i> |
| Department | <i>Bachelor Studies</i> |
| Year of study | <i>2nd</i> |
| Semester | <i>Spring</i> |
| Credits | <i>6 ECTS 24 hrs. lectures, 24 hrs. practice, 100 hours of self-study, 2 hours of consultations</i> |
| Lecturers | <i>Assoc Prof. Dr. Ricardo Fontes Correia</i> |
| Study form | <i>Full-time</i> |
| Courses to have prior this course | <i>-</i> |
| Course language | <i>English</i> |

AIMS OF THE COURSE

Currently new media and communication platforms keep emerging in an astonishing pace. Smart phones, smart watches and other portable devices go along with the incredible growth of social networks. The relevant media is today far beyond TV and this completely changes advertising and promotion. Simultaneously more and more new brands and products appear and they need to find alternative ways to be "listen" by the market.

While advertising is an integral part of our modern, media-dominated society, it is also reinventing itself. The purpose of this course is to lead students in an exploration of fundamental advertising principles and the role advertising plays in the promotional mix.

The course provides an overview of contemporary principles and tools of marketing communications, and considers how managers develop sound communications strategies to achieve marketing objectives.

| Subject learning outcomes (SLO) | Study methods | Assessment methods |
|--|----------------------------------|---------------------------|
| SLO1. Identify different forms of advertising messages that businesses use to reach their target markets | Lectures, group work, self-study | Case studies, final exam |
| SLO2. Describe a variety of execution frameworks available to advertisers | Lectures, group work, self-study | Case studies, final exam |
| SLO3. Create an advertising strategy that employs an appropriate mix of message objectives and methods | Lectures, group work, self-study | Case studies, final exam |
| SLO4. Understand the use of integrated marketing communications (IMC) in advertising | Lectures, group work, self-study | Case studies, final exam |
| SLO5. Create an IMC promotional plan using various elements of the promotional mix | Lectures, group work, self-study | Case studies, final exam |
| SLO6. Apply critical thinking and problem solving skills in a changing environment. | Lectures, group work, self-study | Case studies, final exam |
| SLO7. Evaluate alternative methods for measuring promotional program effectiveness | Lectures, group work, self-study | Case studies, final exam |

LEARNING METHODS

The lecturer will apply multiple teaching methods to keep the students engaged in the topic (e.g. case studies, videos with advertising, real promotional strategies, professional experiences, and other learning material). Continuous student feedback throughout the delivery of the course will be encouraged and accommodated to continuously improve class experience and student performance.

| DATE | TOPIC | IN-CLASS HOURS | | READINGS |
|----------------|---|----------------|-----------|--|
| | | Lecture | Seminar | |
| I Lesson | Introduction to Advertising - Module aims, structure, requirements, assessment criteria, reading list - What Is Advertising? - Evolution of advertising - The Advertising Industry Advertising and Society - The Effects of Advertising - Advertising Regulation | 6h00 | | George E. Belch & Michael A. Belch (2001). |
| II Lesson | Communication and Decision Making Marketing Communication Consumer Decision Making Cultural Aspects | | 6h00 | Assigned readings to be uploaded to e-learning |
| III Lesson | Market Research Market Data Market Research Market Share | 4h00 | | Assigned readings to be uploaded to e-learning |
| IV Lesson | Case Study Case Study n.º1 | | 4h00 | Harvard Business Publishing Selected Cases |
| V Lesson | Segmenting, Targeting, and Positioning Segmenting the Market Choosing a Target Segment Positioning the Brand | 6h00 | | George E. Belch & Michael A. Belch (2001). |
| VI Lesson | The Advertising Budget Budgeting Methods Managing a Budget | 6h00 | | Assigned readings to be uploaded to e-learning |
| VII Lesson | Advertising Strategy Branding Employing a Strategic Framework Setting Objectives An Integrated Marketing Communication Approach Integrated Marketing Communication Elements of the Promotional Mix The Promotional Plan | | 6h00 | Assigned readings to be uploaded to e-learning |
| VIII Lesson | Case Study Case Study n.º2 | | 4h00 | Harvard Business Publishing Selected Cases |
| IX Lesson | Media Planning Advertising and Media New, Non-Traditional Media Media Strategy and Planning Execution and Evaluation Ad Production Executional Framework The Advertising Campaign Evaluation | 6h00 | | George E. Belch & Michael A. Belch (2001). |
| | Total hours (for each group):48 | 24 | 24 | |

COURSE REQUIREMENTS

- Case Studies – 35% of final grade

The instructor will present 2 cases about advertising and promotion. A list of questions accompanies each case. After the case presentation by the instructor, students in groups of 4/5 will produce and submit a written assignment about the case presented. Each write up should be a maximum of 2 pages. A team will be selected to present their answers to the case questions. Each team will be expected discuss and justify their main conclusions to the class. Group composition can be modified in different cases.

- Final (written) exam 50% of final grade

The final exam (1hour 30m) will consist of open as well as multiple-choice questions. The exam will cover all topics of the course.

- Practical Task 15% of final grade

To provide a really interactive component the lecture will ask the students, organized in groups of 4/5, to participate in one practical task related to the class topics.

- Retake (written) exam 50% of final grade

The Retake exam will replace the 50% of final grade corresponding to the Final Exam. The Retake Exam will have the same duration and will follow the same structure of the Final Exam. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given.

LITERATURE

Obligatory readings:

1. George E. Belch & Michael A. Belch (2001). *Advertising and promotion: an integrated marketing communications perspective* 5th edition. McGraw Hill.
2. Harvard Business Publishing Selected Cases

Optional readings:

1. Chan Yi Leng and Delane Botelho (2010). *How does national culture impact on consumers' decision-making styles? A cross cultural study in Brazil, the United States and Japan*. Available at <https://www.thefreelibrary.com/How+does+national+culture+impact+on+consumers%27+decision-making...-a0236730323>
2. Paul Springer (2009). *Ads to Icons How advertising succeeds in a multimedia age*. 2nd edition. Kogan Page
3. Terence A. Shimp & J. Craig Andrews (2013). *Advertising, Promotion, and other aspects of Integrated Marketing Communications*. 9th edition South-Western

NB. Given that the course deals with a rather dynamic domain of knowledge, a certain proportion of the lecture and discussion material for the course will be delivered "just-in-time" (uploaded to e-learning or indicated for downloading from the Internet). This is intended to ensure up-to-date coverage of the course topics. Students should be committed to follow the e-learning system and observe uploaded course material on a daily basis. The instructor may assign additional articles, publications, interviews and studies published by top scholarly and practitioner journals.