

Course Title	Contemporary Advertising Practice				
Course Code	MAR435				
Course Type	Elective				
Level	Bachelor (1 st Cycle)				
Year / Semester	4 th Year / 7 th or 8 th Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	Contemporary Advertising Practice is an advanced level course which focuses on analyzing contemporary cutting-edge topics in the advertising industry. The course investigates and presents progressive contemporary standards of operations and procedures used in advertising. Finally, the course aims at providing specialized marketing knowledge and skills through the usage of an independent study project.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Apply the theoretical bases of contemporary advertising to various business settings. • Discuss the business environment from an advertising perspective. • Apply the learned skills which they have acquired in class via the usage of questioning and industry based case studies. • Undertake advertising positions after being exposed to contemporary industry based examples. • Develop an in depth understanding of the complexities and challenges involved in working in the field of advertising. 				
Prerequisites	MAR100, MAR130, MAR230	Co-requisites	None		
Course Content	<ul style="list-style-type: none"> • Introduction to Contemporary Advertising: This chapter lays a foundation for understanding advertising's historical roots and its development. 				

- Roles of Advertising: This chapter discusses the basic goals of advertising and its role in contributing to the bottom line through integrated marketing and other considerations.
- The Advertising Spiral and Brand Planning: The following chapter introduces the concept of the advertising spiral and the strategies needed to keep brands vigorous in a changing marketplace.
- How Brand Communication Works: The chapter opens with an explanation of how communication works by first discussing the SMCR model, and then exploring the impact of interactive communication upon that model.
- Strategic Research in Advertising Practice: Advertisers must understand what motivates consumers in the marketplace in order to create effective advertising.
- Segmenting and Targeting the Audience: This chapter opens by attempting to explain how consumers make brand decisions and what factors influence them during the decision-making process.
- Promotional Writing: This chapter discusses the role of promotional writing in marketing communications and how brands use multiple platforms to communicate their message and engage their customers.
- Visual Communication: This chapter is about the visuals used in promotional communication, both how they are designed and what they contribute to the meaning of the brand.
- Print Media; magazines: This chapter focuses on print media technology and practices.
- Print Media; newspapers: This chapter looks into print advertising from a historical and production perspective.
- Electronic Media; TV; radio: The following chapter looks into current TV and Radio trends and production techniques.
- Online Media: This chapter looks at how Social media offers marketers the opportunity to have a public voice and presence online for their brands and reinforce other communications.
- Outdoor Media: The following chapter focuses on current trends and production techniques in outdoor media.

	Recent developments and contemporary issues pertaining to the subject-matter of the course						
Teaching Methodology	Face-to-face						
Bibliography	<p>Moriarty, Mitchel, Woods, Wells: Advertising and IMC: Principles and Practice, Pearson, latest edition available</p> <p>Lane, King: Kleppners Advertising Procedure, Pearson, Latest edition available</p> <p>Leiss, Kline, Jhally, Botterill, Asquith : Social communication in advertising: persons, products and images of well being”, latest available edition</p> <p>Mandell : Advertising, Prentice Hall, latest available edition</p> <p>Ewen, S : ALL CONSUMING IMAGES. Basic Books</p> <p>Malefyt, T. and Moeran B (eds) : ADVERTISING CULTURES, Berg</p> <p>Various textbooks and Journal Articles in the area of Advertising</p>						
Assessment	<table border="1"> <tr> <td>Assignments / Projects</td> <td>90%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Assignments / Projects	90%	Class Participation and Attendance	10%		100%
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Language	English						