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| <b>Course Unit Title:</b>  | Advertising and Sales Promotion  |
| <b>Course Unit Code:</b>   | MAR111                           |
| <b>Type of Course Unit:<br/>(Compulsory/Optional)</b>  | Compulsory                       |
| <b>Level of Course Unit:<br/>(first, second or third cycle)</b>  | Bachelor (1 <sup>st</sup> Cycle) |
| <b>Year of Study:</b>  | 2                                |
| <b>Semester when the unit is delivered:</b>  | 3                                |
| <b>Number of ECTS credits allocated:</b>   | 6                                |
| <b>Name of lecturer(s):</b>  | TBA                              |
| <p><b>Learning Outcomes of the course unit:</b><br/> Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain the fundamentals of professional marketing / advertising / promotional practices using real life examples and theory</li> <li>• List the essential tools of advertising / marketing</li> <li>• Describe the relevant environments that affect advertising / marketing using theoretical and practical bases</li> <li>• Explain promotional and advertising alternatives through a systemic approach</li> </ul>   |                                  |
| <b>Mode of Delivery:</b>   | Distance Learning                |
| <b>Prerequisites and co-requisites:</b>  | MAR101                           |
| <b>Recommended optional program components:</b>  | None                             |
| <p><b>Course Contents:</b></p> <p><b>Objective:</b><br/> The aim of this course is to achieve an understanding of the total contribution made to the marketing function by all the activities which, taken together, make up advertising and sales promotion and to learn about the nature and characteristics of each of these activities. To marketing by all the activities which make up advertising and promotion and to learn about the nature of these activities</p> <p><b>Description:</b><br/> Nature of advertising; definition of advertising; advertising's role in marketing; classifications of advertising; the evolution of modern advertising.</p> |                                  |

The social and legal aspects of advertising: the social criticisms of advertising; advertising and materialism; advertising and manipulation; advertising and unnecessary purchases; advertising's effect on stereotypes; advertising and deception; defence of advertising; regulation of advertising; government regulation; self-regulation; consumer regulation.

The advertisers: tasks of advertising departments; the advertising agencies; their role and tasks; types of agencies; agency organization; agency compensation; how agencies find clients; the client-agency relationship.

Advertising and the marketing mix: advertising and the product element; advertising and the price element; advertising and the place element; advertising and the promotion element.

Consumer behavior and advertising: personal influences on consumer behavior; environmental influences on consumer behavior; other influences on behavior.

Marketing and advertising research: applying research to marketing and advertising strategy; testing and evaluation of advertising.

Marketing and advertising planning: effect of the marketing plan on advertising; elements of the marketing plan; the advertising plan; setting advertising objectives; allocating funds for advertising.

Creative copywriting: copywriting and advertising strategy; objectives of good copy; headlines, subhead lines and body copy; other relevant terms.

Creative art direction: role of the advertising artist; creating the advertisement; layouts.  
Creative production: print media; the production process; planning print production; typography.

Creative production: electronic media; creating commercials for television; the production process; producing radio commercials; the radio production process.

Media planning and selection: defining media objectives; developing a media strategy.

The print media: advantages of newspapers; drawbacks to newspapers; advantages of magazines; drawbacks to magazines.

The electronic media: advantages of television; drawbacks of television; advantages of radio; drawbacks to radio.

Sales promotion and supplementary media: role of sales promotion; push strategy techniques; pull strategy techniques; supplementary media.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

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| <p><b>Recommended or required reading:</b></p>                  | <p><b>Required reading:</b></p> <p>Arens W.: CONTEMPORARY ADVERTISING, McGraw Hill</p> <p><b>Recommended readings:</b></p> <p>Smith P.R, Taylor J.:Marketing Communications: An Integrated Approach', latest edition</p> <p>Dunn W. : ADVERTISING: ITS ROLE IN MODERN MARKETING, Dryden Press</p> <p>Ogiloy D.: CONFESSIONS OF AN ADVERTISING MAN Southbank publishing</p> <p>Belch G. E.: ADVERTISING AND PROMOTION: An Integrated Marketing Communications respective, McGraw Hill</p> <p>Wells/Burnett/Moriaty: ADVERTISING: PRINCIPLES AND PRACTICE, Prentice Hall</p> <p>M.J. Etzel, B.J. Walker,W.J. Stanton: MARKETING, McGraw Hill</p> <p>Kotler P. Armstrong K : PRINCIPLES OF MARKETING Prentice Hall</p> <p>Talarzyk W., : CASES AND EXERCISES IN MARKETING</p> <p>DrydenP. Harris and F. McDonald Sage : EUROPEAN BUSINESS AND MARKETING</p> <p>Selected articles from periodicals</p> |                   |     |                    |     |  |      |
| <p><b>Planned learning activities and teaching methods:</b></p> | <p>Virtual lectures, workshops, group work, assignments and exams</p>  |                   |     |                    |     |  |      |
| <p><b>Assessment methods and criteria:</b></p>                  | <table> <tr> <td>Final Examination</td> <td>50%</td> </tr> <tr> <td>Ongoing evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>   | Final Examination | 50% | Ongoing evaluation | 50% |  | 100% |
| Final Examination   | 50%  |                   |     |                    |     |  |      |
| Ongoing evaluation  | 50%  |                   |     |                    |     |  |      |
|   | 100%   |                   |     |                    |     |  |      |

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| <b>Language of Instruction:</b> | English                              |
| <b>Work Placement(s):</b>       | No                                   |
| <b>Place of Teaching:</b>       | Blackboard Virtual Learning Platform |