

Course Unit Title:	Advertising and Symbolism
Course Unit Code:	MAR404
Type of Course Unit: (Compulsory/Optional)	Optional
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	4
Semester when the unit is delivered:	8
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA

Learning Outcomes of the course unit:

Upon successful completion of this course students should be able to:

- Apply the theoretical bases of advertising symbolism to various business settings
- Discuss the business environment from an advertising symbolism perspective.
- Apply the learned advertising symbolism 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.

Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	MAR111, MAR204
Recommended optional program components:	None

Course Contents:

Objective:

In this course the students will be exposed to the different verbal, visual and oral forms of communication, especially with regard to encoding and decoding meaning and intent. The course aims at providing specialized marketing knowledge and skills through the usage of an independent study project.

Description:

The course searches for answers to the following questions: What do ads “mean”? How do consumers “interpret” the meaning of advertisements? Do consumers remember ads that “mean” something “symbolically” and “forget” other ads? How can copywriters and art

directors compose ads that have specific, “symbolic” meanings? Are symbols used to “manipulate” audiences or are they an essential component of effective communication? And what ARE symbols?

Class time will involve discussion of assigned readings, viewing and analysis of advertisements, presentation of student papers, and brief lectures of guest speakers. Attendance as well as participation in class activities is essential to a successful course. In preparation for discussion of the readings, each student should identify two or three points about each article that are provocative, contradictory, meaningless, helpful in linking other readings to the same issue, or for whatever other reasons, may be interesting. This will help ensure that everyone in the class is active in assessing the contribution of each reading to understanding advertising and symbolism.

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

<p>Recommended or required reading:</p>	<p>Required reading:</p> <p>Leiss, Kline, Jhally.: Social communication in advertising: persons, products and images of well-being”, latest available edition</p> <p>Recommended reading:</p> <p>Mandell : Advertising, Prentice Hall, latest available Edition</p> <p>Ewen Stuart : ALL CONSUMING IMAGES. Basic Books</p> <p>Malefyt, T. and Moeran B (eds) : ADVERTISING CULTURES, Berg</p> <p>William Anesmi and Kosta Gouliamos : ELUSIVE MARGINGS – Consuming Media, Ethnicity and Culture. Guernica Editions</p> <p>Various textbooks and Journal Articles in the area of Advertising</p>
<p>Planned learning activities and teaching methods:</p>	<p>Virtual lectures, workshops, group work, assignments and exams</p>

Assessment methods and criteria:	<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%						
Language of Instruction:	English						
Work Placement(s):	No						
Place of Teaching:	Blackboard Virtual Learning Platform						