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| Course Title | Advertising and Sales Promotion | | | | |
| Course Code | MRD130 | | | | |
| Course Type | Compulsory | | | | |
| Level | Bachelor (1 st Cycle) | | | | |
| Year / Semester | 2 nd Year/ 3 rd Semester | | | | |
| Teacher's Name | TBA | | | | |
| ECTS | 6 | Lectures / week | Up to 6 teleconferences | Laboratories / week | None |
| Course Purpose and Objectives | 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. | | | | |
| Learning Outcomes | <p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Explain the fundamentals of professional marketing / advertising / promotional practices using real life examples and theory • List the essential tools of advertising / marketing • Describe the relevant environments that affect advertising / marketing using theoretical and practical bases • Explain promotional and advertising alternatives through a systemic approach. | | | | |
| Prerequisites | MRD100 | Co-requisites | None | | |
| Course Content | <p>Nature of advertising: definition of advertising; advertising's role in marketing; classifications of advertising; the evolution of modern advertising.</p> <p>The economic, social and legal aspects of advertising: the social criticisms of advertising; advertising and materialism; advertising and manipulation; advertising's effect on stereotypes; advertising and deception; defence of advertising; regulation of advertising.</p> <p>The advertisers: tasks of advertising departments; from local to international clients.</p> | | | | |

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| | <p>The advertising agencies; their role and tasks; types of agencies; agency organization; agency compensation; how agencies find clients; the client-agency relationship.</p> <p>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.</p> <p>Consumer behavior and advertising: personal influences on consumer behavior; environmental influences on consumer behavior; other influences on behavior.</p> <p>Marketing and advertising research: applying research to marketing and advertising strategy; testing and evaluation of advertising.</p> <p>Advertising on the internet; history; common practices; costing techniques.</p> <p>Outdoor advertising; evolution; methods; technology; price setting techniques.</p> <p>Media planning and selection: defining media objectives; developing a media strategy.</p> <p>Print media: advantages of newspapers; drawbacks to newspapers; advantages of magazines; drawbacks to magazines.</p> <p>Electronic media: advantages of television; drawbacks of television; advantages of radio; drawbacks to radio; buying time on electronic media.</p> <p>Sales promotion and supplementary media: role of sales promotion; push strategy techniques; pull strategy techniques; supplementary media.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p> |
| Teaching Methodology | E - Learning |
| Bibliography | <p>RECOMMENDED TEXTBOOK:</p> <p>Arens W.: CONTEMPORARY ADVERTISING, McGraw Hill</p> |

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| | <p>ADDITIONAL RECOMMENDED READINGS:</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>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>Selected articles from periodicals</p> | | | | | | |
| <p>Assessment</p> | <table border="1"> <tr> <td data-bbox="521 1356 1078 1478">Final Examinations</td> <td data-bbox="1078 1356 1536 1478">50%</td> </tr> <tr> <td data-bbox="521 1478 1078 1541">Assignments/On-going evaluation</td> <td data-bbox="1078 1478 1536 1541">50%</td> </tr> <tr> <td data-bbox="521 1541 1078 1640"></td> <td data-bbox="1078 1541 1536 1640">100%</td> </tr> </table> | Final Examinations | 50% | Assignments/On-going evaluation | 50% | | 100% |
| Final Examinations | 50% | | | | | | |
| Assignments/On-going evaluation | 50% | | | | | | |
| | 100% | | | | | | |
| <p>Language</p> | <p>English</p> | | | | | | |