**Course Code : BUS 367**

**Course Title : ADVERTISING MANAGEMENT AND CREATIVITY**

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<tr>
<th>Level</th>
<th>Year</th>
<th>Semester</th>
<th>ECTS Credits</th>
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<tr>
<td>Undergraduate</td>
<td>III</td>
<td>V-VI</td>
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**Status : Elective**

**Hours/Week : 2+2**

**Total Hours : 60**

**Course Coordinator :**

**COURSE DESCRIPTION**
The role of advertising in the marketing mix and its economic and social effects; advertising agencies, advertising campaign management -- budgeting, media selection, and creation of the advertisement measurement of the effectiveness of advertising.

**COURSE OBJECTIVES**
Marketing and advertising is not only about expanding markets to new customers but it’s more about retaining existing customers. Advertising is beyond just communicating to sell, it’s about strategic planning, segmenting audiences, attracting consumers through creatively designed campaigns, effective brand management, developing and using innovative media strategies and monitoring competition.

**COURSE CONTENTS**

1. Dimensions advertising
2. Economic, social and regulation aspects
3. From local to global advertising
4. Marketing and advertising funds behaviour of consumers
5. Market segmentation and advertising strategies marketing mix
6. Data collection, planning ad, IMC, Mkt links
7. Media planning strategies
8. Building relationships directly, promotion, sponsorship, PR
9. Creative strategy, creative process
10. Production of ad: text, digital and electronic
11. The use of electronic media: TV and radio

**TEACHING/ASSESSMENT**

<table>
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<th>Description</th>
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<td>Interactive lectures; Discussions and group works; Presentations; Guest Course</td>
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<th>Description (%)</th>
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<tr>
<td>Homework/Attendance/Pop quizzes 20%</td>
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<td>Midterm exam 30%</td>
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<td>Final exam 50%</td>
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**Learning outcomes**
This course initiates students into the basics of advertising, principles and theories to understanding markets, client servicing, segmenting consumers and consumer behaviour, creative processes, media strategies and sales promotion techniques.

**Language of Instruction**
English

**Textbook(s)**

1. Advertising and Promotion an integrated Marketing Communications Perspective, George E. Belch & Michael A. Belch, Both of San Diego State university, 2009