

## ADVERTISING AND PROMOTION

<b>Course code</b>	<i>MNG 245</i>
<b>Compulsory in the programmes</b>	-
<b>Level of studies</b>	<i>Undergraduate</i>
<b>Number of credits</b>	<i>6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)</i>
<b>Course coordinator (title and name)</b>	<i>Assoc Prof. Dr Ricardo Fontes Correia</i>
<b>Prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>

### THE AIM OF THE COURSE:

Currently new media and communication platforms keep emerging in an astonishing pace. Smart phones, smart watches and other portable devices go along with the incredible growth of social networks. The relevant media is today far beyond TV and this completely changes advertising and promotion. Simultaneously more and more new brands and products appear and they need to find alternative ways to be "listen" by the market.

While advertising is an integral part of our modern, media-dominated society, it is also reinventing itself. The purpose of this course is to lead students in an exploration of fundamental advertising principles and the role advertising plays in the promotional mix.

The course provides an overview of contemporary principles and tools of marketing communications, and considers how managers should develop advertising and promotion strategies to achieve marketing objectives.

### MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. Identify different forms of advertising messages that businesses use to reach their target markets	BLO1.1.	Case studies, Practical Tasks, Final exam	Analysis of case studies and commercials, professional experiences, and other learning material (books, scientific papers)
CLO2. Describe a variety of execution frameworks available to advertisers	BLO1.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies and commercials, professional experiences, and other learning material (books, scientific papers)
CLO3. Create an advertising strategy that employs an appropriate mix of message objectives and methods	BLO1.1.	Case studies, Practical Tasks,	Analysis of case studies and

	BLO1.2. BLO4.2.	Final exam	commercials, professional experiences, and other learning material (books, scientific papers)
CLO4. Understand the use of integrated marketing communications (IMC) in advertising	BLO1.1. BLO1.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies and commercials, professional experiences, and other learning material (books, scientific papers)
CLO5. Create an IMC promotional plan using various elements of the promotional mix	BLO4.1. BLO4.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies and commercials, professional experiences, and other learning material (books, scientific papers)
CLO6. Apply critical thinking and problem solving skills in a changing environment.	BLO1.2. BLO4.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies and commercials, professional experiences, and other learning material (books, scientific papers)
CLO7. Evaluate alternative methods for measuring promotional program effectiveness	BLO1.2. BLO4.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies and commercials, professional experiences, and other learning material (books, scientific papers)

### ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

### COURSE OUTLINE

Topic	In-class hours	Readings
<b>Introduction to Advertising</b> <i>- Module aims, structure, requirements, assessment criteria,</i>	4	1. George E. Belch &

<p><i>reading list</i></p> <ul style="list-style-type: none"> <li>- <i>What Is Advertising?</i></li> <li>- <i>Evolution of advertising</i></li> <li>- <i>The Advertising Industry</i></li> </ul>		<p>Michael A. Belch (2018). <i>Advertising and promotion: an integrated marketing communications perspective</i> 11<sup>th</sup> edition. McGraw Hill.</p> <p>2. Scott, David (2018), <i>The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly</i>, 6th ed., New York, NY: Wiley.</p>
<p><b>Advertising and Society</b></p> <ul style="list-style-type: none"> <li>- <i>The Effects of Advertising</i></li> <li>- <i>Advertising Regulation</i></li> </ul>	2	<p>1. George E. Belch &amp; Michael A. Belch (2018). <i>Advertising and promotion: an integrated marketing communications perspective</i> 11<sup>th</sup> edition. McGraw Hill.</p>
<p><b>Communication and Decision Making</b></p> <ul style="list-style-type: none"> <li><i>Marketing Communication</i></li> <li><i>Consumer Decision Making</i></li> <li><i>Cultural Aspects</i></li> </ul>	4	<p>1. George E. Belch &amp; Michael A. Belch (2018). <i>Advertising and promotion: an integrated marketing communications perspective</i> 11<sup>th</sup> edition. McGraw Hill.</p>
<p><b>Market Research</b></p> <ul style="list-style-type: none"> <li><i>Market Data</i></li> <li><i>Market Research</i></li> <li><i>Market Share</i></li> </ul>	4	<p>1. George E. Belch &amp; Michael A. Belch (2018). <i>Advertising and promotion: an integrated marketing communications perspective</i> 11<sup>th</sup> edition. McGraw Hill.</p>
<p><b>Segmenting, Targeting, and Positioning</b></p> <ul style="list-style-type: none"> <li><i>Segmenting the Market</i></li> <li><i>Choosing a Target Segment</i></li> <li><i>Positioning the Brand</i></li> </ul>	6	<p>1. George E. Belch &amp; Michael A. Belch (2018). <i>Advertising and promotion: an integrated marketing communications perspective</i> 11<sup>th</sup> edition. McGraw Hill.</p> <p>2. Scott, David (2018), <i>The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly</i>, 6th ed., New York, NY: Wiley.</p>
<p><b>The Advertising Budget</b></p> <ul style="list-style-type: none"> <li><i>Budgeting Methods</i></li> <li><i>Managing a Budget</i></li> </ul>	2	<p>1. George E. Belch &amp; Michael A. Belch (2018). <i>Advertising and promotion: an integrated marketing communications perspective</i> 11<sup>th</sup> edition. McGraw Hill.</p>
<p><b>Advertising Strategy</b></p> <ul style="list-style-type: none"> <li><i>Branding</i></li> <li><i>Employing a Strategic Framework</i></li> </ul>	6	<p>1. George E. Belch &amp; Michael A. Belch (2018). <i>Advertising and promotion: an integrated marketing</i></p>

<p><i>Setting Objectives</i></p>		<p><i>communications perspective</i> 11<sup>th</sup> edition. McGraw Hill.</p> <p>2. Scott, David (2018), <i>The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly</i>, 6th ed., New York, NY: Wiley.</p>
<p><b>An Integrated Marketing Communication Approach</b> <i>Integrated Marketing Communication</i> <i>Elements of the Promotional Mix</i> <i>The Promotional Plan</i></p>	<p>8</p>	<p>1. George E. Belch &amp; Michael A. Belch (2018). <i>Advertising and promotion: an integrated marketing communications perspective</i> 11<sup>th</sup> edition. McGraw Hill.</p> <p>2. Scott, David (2018), <i>The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly</i>, 6th ed., New York, NY: Wiley.</p>
<p><b>Media Planning</b> <i>Advertising and Media</i> <i>New, Non-Traditional Media</i> <i>Media Strategy and Planning</i></p>	<p>8</p>	<p>1. George E. Belch &amp; Michael A. Belch (2018). <i>Advertising and promotion: an integrated marketing communications perspective</i> 11<sup>th</sup> edition. McGraw Hill.</p> <p>2. Scott, David (2018), <i>The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly</i>, 6th ed., New York, NY: Wiley.</p>
<p><b>Execution and Evaluation</b> <i>Ad Production</i> <i>Executorial Framework</i> <i>The Advertising Campaign</i> <i>Evaluation</i></p>	<p>4</p>	<p>1. George E. Belch &amp; Michael A. Belch (2018). <i>Advertising and promotion: an integrated marketing communications perspective</i> 11<sup>th</sup> edition. McGraw Hill.</p> <p>2. Scott, David (2018), <i>The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly</i>, 6th ed., New York, NY: Wiley.</p>

	<b>Total: 48 hours</b>	
CONSULTATIONS	6	
FINAL EXAM	2	

**FINAL GRADE COMPOSITION**

Type of assignment	%
<i>Group Components 70%</i>	
Case Studies	30
Practical Tasks	40
<i>Individual Components 30%</i>	
Final exam	30
<b>Total:</b>	<b>100</b>

**DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT**

*(Provide short descriptions and grading criteria of each assignment)*

Case Studies - The instructor will present 3 cases about advertising and promotion. A list of questions accompanies each case. After the case presentation by the instructor, students in groups of 4/5 will produce and submit a written assignment about the case presented. Each write up should be a maximum of 2 pages. The group composition might be modified in the different cases.

Practical Tasks - To provide a really interactive component to the course, the lecture will ask the students, organized in groups of 4/5, to participate in three practical tasks related to the program topics. The cases will be about real companies facing communication problems than can be solved by advertising and promotion tools.

Final Exam - The final exam (1 hour) will consist of open questions. The exam will cover all topics of the course.

**RETAKE POLICY**

*(Provide short description and percentage of the final grade)*

The Retake exam will replace the 30% of final grade corresponding to the Final Exam. The Retake Exam will have the same duration and will follow the same structure of the Final Exam. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given.

**ADDITIONAL REMARKS**

Given that the course deals with a rather dynamic domain of knowledge, a certain proportion of the lecture and discussion material for the course will be delivered "just-in-time" (uploaded to e-learning or indicated for downloading from the Internet). This is intended to ensure up-to-date coverage of the course topics. Students should be committed to follow the e-learning system and observe uploaded course material on a daily basis. The instructor may assign additional articles, publications, interviews and studies published by top scholarly and practitioner journals.

### REQUIRED READINGS

1. George E. Belch & Michael A. Belch (2018). *Advertising and promotion: an integrated marketing communications perspective* 11<sup>th</sup> edition. McGraw Hill.
2. Scott, David (2018), *The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*, 6th ed., New York, NY: Wiley.
3. Harvard Business Publishing Selected Cases

### ADDITIONAL READINGS

1. Paul Springer (2009). *Ads to Icons How advertising succeeds in a multimedia age*. 2<sup>nd</sup> edition. Kogan Page
2. Terence A. Shimp & J. Craig Andrews (2013). *Advertising, Promotion, and other aspects of Integrated Marketing Communications*. 9<sup>th</sup> edition South-Western

**DEGREE LEVEL LEARNING OBJECTIVES**

**Learning objectives for the Bachelor of Business Management**

*Programmes:*

*International Business and Communication,  
Business Management and Marketing, Finance,  
Industrial Technology Management*

<b>Learning Goals</b>	<b>Learning Objectives</b>
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

**Learning objectives for the Bachelor of Social Science**

*Programmes:*

*Economics and Data Analytics,  
Economics and Politics*

<b>Learning Goals</b>	<b>Learning Objectives</b>
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper