

COURSE OUTLINE [ADVERTISING & PROMOTION]

1. GENERAL

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| SCHOOL | Business Administration | | |
| ACADEMIC UNIT | Business Administration | | |
| LEVEL OF STUDIES | Postgraduate | | |
| COURSE CODE | DEO318 | SEMESTER | B' |
| COURSE TITLE | ADVERTISING & PROMOTION | | |
| INDEPENDENT TEACHING ACTIVITIES | WEEKLY TEACHING HOURS | CREDITS | |
| Lectures, Assignment, Presentation | 3 | 6 | |
| COURSE TYPE | Special background | | |
| PREREQUISITE COURSES: | There are no PREREQUISITE COURSES. | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | No | | |
| COURSE WEBSITE (URL) | https://openeclass.uom.gr/courses/MBA103/ | | |

2. LEARNING OUTCOMES

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| <p>Learning outcomes</p> <p>The course aims to develop students' knowledge, attitudes, skills, and capacities in issues linked to promotion and advertising, focusing on specific characteristics and individual strategies used by modern advertisers. Upon completion of the lecture series, students will be able to:</p> <ul style="list-style-type: none"> - Recognize and describe the following concepts: advertising concept, advertising outline, advertising brief, the hierarchy of advertising effects model, promotional mix, integrated marketing communication strategy, advertising effectiveness and selection of advertising media, social media and search engine advertising, and search engine optimization. - Apply the appropriate techniques to develop modern communication campaigns, which will consider the constantly changing political, economic, sociocultural, technological, and physical environment based on the PESTLE method and use modern communication tools. - Determine the advertising objectives of an advertising plan using the SMART method. - To work in a team to develop an integrated advertising plan by considering business factors and the external micro and macro environment. - To present a work in public and to answer claims to the questions posed by the audience. - To be able to participate in a public debate about the role of promotion and advertising in business by developing strong arguments and opinions. |
| <p>General Competences</p> <p>The course "Promotion & Advertising" aims to equip students with the following general skills:</p> <ul style="list-style-type: none"> - Group work through their participation in the course assignment. - Through case studies and writing an advertising plan to promote free, creative, and inductive thinking. - Data and information search, analysis, and synthesis using appropriate search technologies for sectoral studies, books, and scientific studies. - Design and management of an advertising project. - Criticism and self-criticism by participating in the assignment's presentation and asking questions to the other participants/students. - Making decisions because of the choices they must make to plan the advertisement. - Ability to adapt to the changing political, economic, sociocultural, technological, and natural environment. - Respect for the natural environment through discussions of relevant green marketing advertising campaigns. - Respect for diversity through discussing relevant advertising campaigns against gender and other stereotypes. - Promotion of free, creative, and inductive thinking through the free participation of students in creativity and understanding exercises. |

3. SYLLABUS

The "Promotion & Advertising" course analyzes the historical development of advertising and highlights the new trends that are reshaping its role in the modern communication environment. It approaches advertising as one of the critical elements of the promotional mix (i.e., advertising, public relations, publicity, personal selling, sales promotion, sponsorships, exhibitions, events, and direct marketing) and presents the strategies that ensure their optimal cooperation. Emphasizes the key creative elements of an advertisement (imagery, text, outline, emotions, protagonists) and their role on the advertising effectiveness. Through discussing real business cases, it studies the development of an integrated advertising plan that meets the integrated marketing communication strategy's criteria. It presents the new digital means of promotion and advertising, their characteristics, and their innovative application models, such as viral marketing, the cooperative model (affiliation), advergames, gamification, etc. A plethora of new news sites (general and specialized) are flooding the internet, new media, ways, and forms of communication are emerging, readers' information and "media consumption" habits are changing. These changes have opened new perspectives, opportunities and challenges and have respectively affected the overall communication strategy of organizations and companies at the level of objectives, means, budget and measurement of its results. Importance is placed to the presentation of the various forms of online and mobile advertising with examples of applications for each case. In addition, it trains postgraduate students in the new forms of promotion and communication expressed through social media (social media) and search engines (e.g., Google AdWords and Search Engine Optimization).

4. TEACHING and LEARNING METHODS - EVALUATION

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| DELIVERY. | Face-to-face, Distance learning | |
| USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY | Use of e-class in teaching. | |
| TEACHING METHODS | Activity | Semester workload |
| | Lectures | 40 hours |
| | Exercises | 15 hours |
| | Interactive teaching | 25 hours |
| | Assignment | 40 hours |
| | Presentation | 20 hours |
| | Studying | 20 hours |
| | Course total | 160 |
| STUDENT PERFORMANCE EVALUATION | <p>The score results from the summation of the following:</p> <ul style="list-style-type: none"> • [35%] Assignment (up to 3 students). • [10%] Presentation • [5%] Case studies discussion • [50%] Written exams | |

5. ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Γ.Χ. Ζώτος (2018), Διαφήμιση, Σχεδιασμός, Ανάπτυξη, Αποτελεσματικότητα, 5η έκδοση, Θεσσαλονίκη: University Press.
- G.E. Belch & M. A. Belch (2018), Διαφήμιση και Προώθηση, 10η έκδοση, Αθήνα: Εκδόσεις Τζιόλα.
- Συλλογικό έργο (2009), Μάρκετινγκ και Διαφήμιση μέσω της Google, Αθήνα: Εκδόσεις Καστανιώτη.
- N.A. Christakis, και J.H. Fowler (2011), Συνδεδεμένοι, Αθήνα: Κάτοπτρο.
- J. Jarvis (2011), Τι θα έκανε η Google, Αθήνα: Μεταίχμιο.
- I.E. Τηλικίδου-Στογιάννη (2003), Μεταμοντέρνο Μάρκετινγκ: Ανασκόπηση, Θεσσαλονίκη: University Studio Press.
- Λ. Χατζηθωμάς (2008), Το χιούμορ στην Τηλεοπτική Διαφήμιση, Θεσσαλονίκη: University Studio Press.
- Μ. Χαιρετάκης (2010), MME, Διαφήμιση, Κατανάλωση, Θεσσαλονίκη: Εκδόσεις University Studio Press.
- F.K. Beard, (2007), Humor in the Advertising Business: Theory, Practice and Wit, Rowman & Littlefield Pub. Inc.
- S. Brown (1999), Postmodern Marketing, International Thomson Business Press.
- Evans, D. and McKee (2010), Social Media Marketing: The next generation of business engagement, John Wiley & Sons.
- C.S. Gulas and M.G. Weinberger (2006). Humor in advertising: A comprehensive analysis, Armock, NY: M.E. Sharpe.

- Related academic journals:

- ✓ Journal of Advertising
- ✓ Journal of Advertising Research
- ✓ International Journal of Advertising
- ✓ Journal of Marketing Communications
- ✓ Journal of Marketing
- ✓ Journal of the Academy of Marketing Science
- ✓ European Journal of Marketing
- ✓ Journal of Consumer Research