

Course Name : Advertisement and Promotion							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 569	C	Fall	4.00	0.00	0.00	4.00	6.00
Lecturer		Erlis Çela, Prof. Asoc. Dr.					
Assistant							
Course language		Albanian					
Course level		Master					
Description		This course offers students an opportunity to understand advertising and other ways of mass communication. In this course we will also analyse the usage of advertisements and promotions in media.					
Objectives		During this course students will be presented to different models of adverts and their usage. They will also be detailedly known with the role of promotions in different companies.					
Core Concepts							
Course Outline							
Week	Topic						
1	Main definitions and historical background of Advertising and promotion. Introducing the literature and main sources of the subject. Introduction to the syllabus and evaluation methods.						
2	Introduction to Integrated Marketing Communications						
3	The Role of IMC in the Marketing Process						
4	Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations						
5	Perspectives on Consumer Behavior						
6	Establishing Objectives and Budgeting for the Promotional Program						
7	Creative Strategy: Planning and Development						
8	Midterm Exam						
9	Creative Strategy: Implementation and Evaluation						
10	Media Planning and Strategy						
11	Direct Marketing						
12	Advertising and Promotion in the Internet and Interactive Media						
13	Measuring the Effectiveness of the Promotional Program						
14	Ethical aspects in advertising and promotion						
15	International Advertising and Promotion						
16	Final Exam						

Prerequisites	The student must attend the course at a minimum rate of 75%.		
Literature	• Advertising and Promotion, George E. Belch; Michael A. Belch, Eleven Edition, McGraw-Hill Education, 2018 • Integrated Marketing Communications; Creative Strategy from Idea to Implementation, Robyn Blakeman, Third Edition, Roman & Littlefield, 2018 • Integrated Marketing Communications, David Pickton; Amanda Broderick, Second edition, Pearson Education, 2005 • Advertising and Promotion, Chris Hackley, SAGE Publications, 2005 • Advertising and New Media, Christina Spurgeon, Routledge, 2008		
References			
Course Outcome			
1	At the end of this course students will be able to recognize the main concepts and theories on advertising and promotion		
2	Students will gain knowledge on integrated communication and advertising application in accordance with this concepts		
3	Students will be able to design and implement advertising and promotion plans		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	20
Quizzes		0	0
Projects		0	0
Term Projects		1	20
Laboratory		0	0
Class Participation		1	10
Total in-term evaluation percent			50
Final exam percent			50
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	4	64
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	1	0	0
Midterms	1	14	14
Final Exam	1	30	30
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00