

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		Ana Kekezi, PhD					
Assistant							
Course language		Albanian					
Course level		Master					
Description		This course provides students with an opportunity to understand promotion and advertising, as well as other ways of mass communication. In this course you will be introduced to the basic concepts of integrated communication. The course gives students the opportunity to get acquainted with the basic concepts of advertising and promotion. The course is conceived in such a way that students, in addition to theoretical aspects, also gain practical knowledge on the application of advertising and promotion nowadays.					
Objectives		Develop Strategic Thinking: Equip students with the skills to design and evaluate advertising and promotion strategies within a competitive market. Understand IMC Principles: Introduce the principles of Integrated Marketing Communications (IMC) and their application in creating cohesive campaigns. Analyze Consumer Behavior: Enhance students' ability to analyze consumer insights and their impact on advertising and promotion decisions. Master Creative Development: Foster creativity in concept development, copywriting, and visual storytelling for advertising purposes. Evaluate Media Planning: Provide expertise in selecting, planning, and evaluating media channels for effective campaign delivery. Incorporate Digital Strategies: Explore the role of digital marketing and social media platforms in modern advertising and promotions. Measure Campaign Performance: Teach methods for assessing the effectiveness and ROI of advertising campaigns. Address Ethical Considerations: Highlight the ethical and cultural implications of advertising in diverse global contexts. Practical Application: Develop skills for creating and managing advertising projects through case studies and group projects. Promote Lifelong Learning: Encourage critical thinking and ongoing adaptation to emerging trends in the advertising industry.					
Core Concepts		Integrated marketing communication Promotions Brand image Brand positioning Planning and purchasing media space Consumer behavior Creativity					
Course Outline							
Week	Topic						
1	Basic concepts of advertising and promotion, background and key definitions. Advertising and other forms of promotion are an integral part of the marketing process in most business organizations and companies. Definitions and approaches on key concepts of integrated marketing communication. Presentation of the literature and basic resources of the course, introduction of the syllabus and the way of evaluation. George E. Belch; Michael A. Belch, "Advertising and Promotion" , 12thEdition, McGraw-Hill Education, 2021 fq.2-42 Robyn Blakeman, Integrated Marketing Communications; Creative Strategy from Idea to Implementation, Third Edition, Rowman & Littlefield, 2018, fq. 3-17						
2	Introduction to integrated marketing communications strategy. IMC includes contacts with the audience. There are additional ways for companies to communicate with current and potential customers. These ways extend beyond the traditional mix of promotion. Touch Point Perspective: Touch point refers to any opportunity the customer has to see or hear about the company and / or its brands. Concepts: Paid, Owned, Earned Media. Advantages and disadvantages of each. George E. Belch; Michael A. Belch, "Advertising and Promotion" , 12th Edition, McGraw-Hill Education, 2021 fq.10-68						

3	The role of communication integrated in the marketing process. Understanding the marketing process and the role of advertising and promotion in an organization's integrated marketing program. Presentation of steps for marketing strategy. Opportunity analysis and competitiveness analysis. Identifying markets with unmet needs, defining market segmentation, selecting the target market, positioning through marketing strategies. George E. Belch; Michael A. Belch, "Advertising and Promotion", 12th Edition, McGraw-Hill Education, 2021 fq. 42-66
4	Organization of advertising and promotion; the role of advertising agencies and other marketing communication actors. Understanding how companies are organized for advertising and other aspects of integrated marketing communication. Analysis of methods for selection, compensation and evaluation of advertising agencies. The role and functioning of marketing communication organizations. Recognition with the participants in the Integrated Marketing Communication Process. George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018 fq. 68-106
5	Consumer behavior can be defined as the process and set of activities that people engage in when they seek, select, purchase, use, evaluate, and disqualify products or services in order to meet their needs and desires. The decision to make a transaction (purchase) may be the result of a long and detailed process, which may include several stages, which conclude with the evaluation. Familiarity with the role that consumer behavior plays in the development and implementation of advertising and promotional programs. Recognition with various internal psychological processes, their impact on consumer decision-making, and implications for advertising and promotion. Examine different approaches to studying the consumer learning process and their implications for advertising and promotion. George E. Belch; Michael A. Belch, "Advertising and Promotion", 12th Edition, McGraw-Hill Education, 2021 fq 110- 140
6	Focus on the importance and value of setting specific objectives for the promotion plan as well as understanding the role that objectives play in the IMC planning process and the relationship between promotion objectives and marketing objectives. The difference between sales and communication objectives. Familiarity with the problems faced by marketing professionals in defining the objectives of the IMC program. Analysis of the concept "Pyramid of communication effects". Defining advertising targets for measurable advertising results, according to the "Dagmar" model. George E. Belch; Michael A. Belch, "Advertising and Promotion", 12th Edition, McGraw-Hill Education, 2018 fq 215-230
7	Planning and developing creative strategy in advertising and promotion. The role that creativity plays in advertising. Creative strategy development and the role of clients or agency staff involved in the creative process. Familiarity with the process that guides the creation of advertising messages and research data in the stages of the creative process. Examine the different approaches used to determine the great sales ideas that form the basis of an advertising campaign. "Young" model of the 5-step creative process and the 4-step process, by sociologist Graham Wallas. Concept of unique selling proposition (USP). GGeorge E. Belch; Michael A. Belch, "Advertising and Promotion", 12 Edition, McGraw-Hill Education, 2021 fq 254 -280 Integrated Marketing Communications; Creative Strategy from Idea to Implementation, Robyn Blakeman, Third Edition, Roman & Littlefield, 2018 fq 53- 75
8	Midterm Exam
9	Strategy and planning of media. The main terminology used in media planning. Familiarity with the stages of designing a media plan. Media planning is a complex process. The development of alternative media, various social networking platforms, search engines and other opportunities offered by interactive media, make this process even more difficult. Media planning is the series of decisions taken when devising a promotional message to a potential buyer or existing user of a product or brand. George E. Belch; Michael A. Belch, "Advertising and Promotion", 12th Edition, McGraw-Hill Education, 2021 fq 324-360
10	Direct marketing is a marketing system by which organizations communicate directly with target customers to generate a response or transaction. Familiarity with direct marketing and its role as a means of communication. For many companies and organizations, direct marketing is a key element in their IMC program. Identify strategies and tactics in using direct marketing. Comparative analysis to identify the advantages and disadvantages of direct marketing. George E. Belch; Michael A. Belch, "Advertising and Promotion", 12th Edition, McGraw-Hill Education, 2021 fq 460-475 Integrated Marketing Communications; Creative Strategy from Idea to Implementation, Third Edition, Rowman & Littlefield, 2018, fq. 230-250

11	Advertising and promotion on the Internet and interactive media. What is the role of the internet and social media in an integrated marketing communication program. Discussion about the use of Web 1.0 and Web 2.0 media platforms in the IMC (Integrated Marketing Communication) process. Methods of evaluating effectiveness in relation to communication through the Internet and social media. Comparing the Advantages and Disadvantages of the Internet and Social Media. Ethical dilemmas related to the internet and social media and their use in integrated marketing communication programs and strategies. George E. Belch; Michael A. Belch, "Advertising and Promotion" , 1thEdition, McGraw-Hill Education, 2021 fq 478-505 Integrated Marketing Communications; Creative Strategy from Idea to Implementation, Third Edition, Rowman & Littlefield, 2018, fq. 260-290
12	Measuring the effectiveness of the promotional program. Evaluating and measuring the effectiveness of the advertising or promotion program or strategy is an essential element in the integrated marketing communication planning process. Research allows the marketing manager to evaluate the performance of specific elements of the program and to contribute to the analysis of the situation of the next period. Review the tools and processes available to evaluate the effectiveness of the promotional program. Familiarity with the limitations of current methods for measuring advertising effects. George E. Belch; Michael A. Belch, "Advertising and Promotion" , 12 Edition, McGraw-Hill Education, 2021 fq 478-505
13	Ethical aspects of advertising and promotion. Advertising is a powerful instrument of communication and persuasion and has often been at the center of criticism regarding its social and economic impact. Marketing experts often have to make decisions about appropriate and responsible actions based on ethical and professional norms. Criticism of advertising has to do with the specific techniques and methods used, as well as its effect on social values, tastes, lifestyle and behavior. It is important to know the different perspectives on the ethics of advertising and promotion. Ethics is about the principles and moral values that regulate the actions and decisions of an individual or group. George E. Belch; Michael A. Belch, "Advertising and Promotion" , 12th Edition, McGraw-Hill Education, 2021 fq 592-604
14	One of the biggest developments in the business world over the last few decades has been the globalization of markets. The emergence of a largely borderless world has created a new reality for all types of companies. Advertising and promotion in the international context. Analyzing the role and importance of international marketing and promotion. Discussion on economic, cultural, legal, etc. factors in the international environment influence advertising and promotional decisions. Comparison between advertising in the international and local context. George E. Belch; Michael A. Belch, "Advertising and Promotion" , 12th Edition, McGraw-Hill Education, 2021 fq. 630 - 662
15	Presentation of semester projects to students. Analysis of student research findings. Discussion on research trends and theoretical approaches to advertising and promotion George E. Belch; Michael A. Belch, "Advertising and Promotion" , 12 Edition, McGraw-Hill Education, 2021 fq. 713-740
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, 12th Edition, McGraw-Hill Education, 2021 • Integrated Marketing Communications; Creative Strategy from Idea to Implementation, Robyn Blakeman, Third Edition, Roman & Littlefield, 2018 • Arens, W. F., Weigold, M. F., & Arens, C. (2022). Contemporary Advertising and Integrated Marketing Communications (16th ed.) • Clow, K. E., & Baack, D. E. (2021). Integrated Advertising, Promotion, and Marketing Communications (8th ed.) • Moriarty, S., Mitchell, N., & Wells, W. (2020). Advertising & IMC: Principles and Practice (11th ed.)
References		• Integrated Marketing Communications, David Pickton; Amanda Broderick, Second edition, Pearson Education, 2005 • Advertising and Promotion, Chris Hackley, SAGE Publications, 2005 • Barry, P. (2016). The Advertising Concept Book: Think Now, Design Later (3rd ed.). New York, NY: Thames & Hudson
Course Outcome		
1	Në përfundim të kësaj lënde studentët do të jenë në gjendje të njohin teoritë dhe konceptet kryesore mbi reklamën dhe promocionin	
2	Studentët do të përvetësojnë njohuri mbi komunikimin e integruar dhe aplikimin e reklamës në përputhje me këtë koncept	
3	Studentët do të përfitojnë njohuri mbi sjelljen e konsumatorëve, procesin vendimmarrës te konsumatorët dhe hierarkinë e nevojave	
4	Studentët do të jenë në gjendje të hartojnë dhe zbatojnë planin e reklamës dhe promocionit	

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	40	
Quizzes	0	0	
Projects	1	10	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	0	0	
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	9	9
Midterms	1	15	15
Final Exam	1	20	20
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00