

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Advertising and Media Planning
Name of the subject in English:	Advertising and Media Planning
Credit value of the subject:	6
The code of the subject in the electronic study system:	BN-ADMDPL-06-KG
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The aim of the course is to provide students with a general understanding of the process integrated marketing communications planning. Within the IMC tools, the course will focus mainly on advertising. Special focus will be directed towards the advances of the internet era and its impact on advertising and media planning.

Students will get acquainted with the principles, practice and components of integrated marketing communications and how they are used to optimize marketing messages, including the use of digital media. They will be able to develop an integrated marketing communications plan.

Seminars will offer the platform and opportunity for students to apply the theories and their creative approaches.

### SUMMARY OF THE CONTENT OF THE SUBJECT

The course provides students with a general understanding of the process of advertising development and media planning, including the key terminology and KPIs. Students will become familiar with the key steps of creating an IMC plan. They will understand how brands are being built and what is the role of Advertising in developing strong brands. Students will get an insight into how advertising and media agencies contribute to communications and brand development. Key terms and metrics related to media planning will be introduced. Besides traditional media channels, digital-, and social media advertising strategies will be explored as well. Lastly, the ethical implications of advertising will be examined.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

- 1) Short quizzes will be given at the beginning of every other lecture, helping students to review their knowledge (optional participation).
- 2) Students will be carrying out 6 smaller group projects during the seminars, under the mentoring of the teacher. They will present them back to the whole class. These will demonstrate students' understanding of the complex factors impacting advertising strategy and media channel selection (mandatory).
- 3) Individual assignment (mandatory).
  - ? Analyze a piece of advertising (can also be a campaign consisting of several executions,) covering the following points:
  - ? Background of the brand
  - ? Target group
  - ? How does the ad position the brand?
  - ? What are the brand values based on the ad?

- ? The main message the ad wants to convey about the brand?
- ? What message strategies, types of advertising appeal(s) and executional framework(s) are being used?
- ? What are the key media channels selected for the campaign? What is your recommendation for media channel selection? Would you add / remove any channels?
- ? Overall assessment, recommendations for improvement
- ? Duration: 15 minutes

#### 4) Completing recommended Coursera course(s) (optional)

- Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more by IE Business School <https://www.coursera.org/learn/integrated-marketing-communications>
- Introduction to Social Media Marketing by Meta <https://www.coursera.org/learn/social-media-marketing-introduction>
- Foundations of Digital Marketing and E-commerce by Google <https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce?specialization=google-digital-marketing-ecommerce>

#### **EVALUATION OF THE SUBJECT:**

When presenting their project work, the students will receive questions and suggestions from fellow-students and the teacher. The teacher will provide feedback and summarise the key learning points after each presentation.

Students' grade will be composed of the following:

Seminar performance: 50% of the grade (max. 50 points)

Individual presentation: 20 points (description in the Students tasks section)

Assignment presentations (6) in groups (6 x 5 points): 30 points

Final exam, online Coospace: 50% of the grade (max. 50 points) Students must achieve at least 60% on the final exam to pass the course.

Extra points for optional learning activities:

- o online quizzes at the beginning of lectures 0,5 point for participation, an additional 0,5 points if at least 4 answers out of 6 questions are correct. (max. 10 points in the semester)
- o Self-reflective essay: 2 points (description in the Students tasks section)
- o Completing a recommended Coursera course: 5 points for one course. It is not possible to gain more extra points even if more courses are being completed. The official Coursera Certificate needs to be presented for proof. The links to the recommended courses are in the students tasks and planned learning activities section.

Grading scale:

The evaluation scale: (regardless of the extra points, students must achieve at least 60% on the final exam to pass the course)

Excellent (5): 90 % and above

Good (4): 80 % - 89%

Satisfactory (3): 70 % - 79%

Pass (2): 60 % - 69%

Fail (1): 59% and below

Offered grade can be given: No.

#### **OBLIGATORY READING LIST:**

- Clow, Kenneth E: *Integrated advertising, promotion, and marketing communications*. Pearson, 2021 (Available online on ProQuest. )

#### **RECOMMENDED READING LIST:**

- Juska, Jerome M.: *Integrated marketing communication : advertising and promotion in a digital world.* , 2022 (Available online on ProQuest. )