

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Advertising Research and Campaign Planning
Name of the subject in English:	Advertising Research and Campaign Planning
Credit value of the subject:	6
The code of the subject in the electronic study system:	MN-ADRECP-06-KG
Classification of the subject:	Obligatory
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:

After completing this course, the student will be able to:

- Support an advertising team to deliver client service and planning best practice
- To talk knowledgeably about key advertising theories as well as current trends
- Positively contribute in meetings and have a point of view
- Know the key roles in adland

SUMMARY OF THE CONTENT OF THE SUBJECT

One of the core elements of marketing communication is advertising, so it's essential that students understand the relevant research and planning tasks on a masters level.

This course gives guidance in the aim and role of advertising research as well as the various forms of it. This helps students later in the workplace on either the client, agency or research side so they can understand and use advertising research correctly.

Besides advertising research, the course dives into advertising planning, from the point of view of strategic account planning. Besides the traditional solutions there is a great emphasis on the digital channels as well as the integration of the two.

During the course there is a particular role for advertising bodies and awards.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students will:

- Practice advertising theory on real case studies
- Participate in a mini creativity workshop
- Discuss and debate the latest advertising research in groups
- Make a short video
- Students will present an advertising strategy in groups
- Active listening is required during discussion and feedback sessions

EVALUATION OF THE SUBJECT:

The grading system:

Less than 49 pts = Fail

50-59 pts = Pass

60-69 pts = Satisfactory

70-79 pts = Good

80+ pts = Excellent

There will only be one combined grade!

Elements of this combined grade:

- Group Presentation (Seminar) – pass or fail
- Exam (Lecture) – 80 pts
- Research Task – 10 pts
- Coursera Course – 10 pts

The Group Presentations will be presented on the final seminar, this is a pass or fail exercise. Upon passing it, you get access to the Exam. Therefore, the grade that you receive for your Exam, Research Task, and Coursera Course will be the combined Final grade for the subject. The Research Task and the Coursera Course deadline will be the last day of the study period (before the examination period). Exact dates and success criteria will be discussed during class so please check on Coospace.

Upon repeated registration for a subject, all points previously earned are lost and cannot be counted towards the evaluation of the repeated subject.

The evaluation of the subject is not limited to tasks that students are graded on. Both in the lecture and in the seminar classes there will be multiple opportunities for group and individual work for which the students will receive developmental feedback. Therefore, participation will be key for success.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- *Eat your greens : fact-based thinking to improve your brand's health.* , 2018
- Binet, Les.: *How not to plan : 66 ways to screw it up.* , 2018,2018
- Sullivan, Luke.: *Hey, Whipple, squeeze this : the classic guide to creating great ads.* , 2016

RECOMMENDED READING LIST:

- Pollard, Mark: *Strategy is your words : a strategist's fight for meaning.* Mighty Jungle, 2020
- Shotton, Richard: *The choice factory : how 25 behavioural biases influence the products we decide to buy.* , 2018
- Steel, Jon: *Truth, lies, and advertising : the art of account planning.* Wiley, c1998