**Advertising Campaigns SYLLABUS**

**COURSE DESCRIPTION**

* **The course provides a comprehensive overview of advertising and promotion from an integrated marketing communications perspective. It creates a clear understanding of traditional advertising and promotional tools, and shows how other key elements within the marketing communications mix (e.g., advertising, direct marketing, promotion and the Internet) can be integrated.**

**GOALS AND OBJECTIVES**

* **To enhance students' understanding of advertising concepts and processes**
* **To develop a clear understanding of traditional advertising and promotional tools. To understand the format of an advertising campaign**
* **To know how broadcast media (e.g., television, radio), print media (e.g., magazines, newspapers), support media (e.g., outdoor advertising), direct marketing (e.g., postal mail), and interactive media (e.g., the Internet) are used in advertising and promotion.**
* **To translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world advertising experiences.**
* **To become familiar with the social, ethical and economic aspects of advertising and promotion.**

**GRADING**

* **The final grade for the course will be based on the following:** 
  + **30% -- Class Attandance & Participation**
  + **30% -- Mid-term Presentation**
  + **40% -- Final Presentation**