



COURSE TITLE : **PRINCIPLES OF ADVERTISING**

COURSE NUMBER : MKT 320

CREDITS : 3

PREREQUISITE : MKT 210

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

An examination of the various forms of marketing communication, both mass and personal, paid-for and free, are described and discussed. Examples of marketing communications are evaluated and the process of promotional planning is explored.

COURSE OBJECTIVES & INSTRUCTIONAL METHODOLOGY :

To develop an extensive understanding of the promotional process which includes both conceptual and real-world knowledge. In the end, a student should be able to construct and evaluate a media plan.

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction ; Ethics & Regulation
- Marketing Process ; Agencies
- Strategic Research; Planning; Psychology
- Media Planning; Broadcast Media
- Print Media; Media Buying
- Direct Response; Creating Directory and Out-of-Home
- Sales Promotion; Public Relations
- Business & Retail Advertising; International Considerations

TEXTS : **Advertising**, Tony Yeshin, South-Western, 2006

EVALUATION :

The final grade will be made up of a class participation (10%), a research project (20%), a mid-term test (30%) and the final examination (40%).