

BACHELOR PROGRAMME
COMMUNICATION AND PUBLIC RELATIONS
1ST YEAR OF STUDY, 2ND SEMESTER

COURSE TITLE	INTRODUCTORY COURSE IN ADVERTISING
COURSE CODE	DD5
COURSE TYPE	tutorial
COURSE LEVEL	1 st cycle (Bachelor's degree)
YEAR OF STUDY, SEMESTER	1 st year of study, 2 nd semester
NUMBER OF ECTS CREDITS	6
NUMBER OF HOURS PER WEEK	4 (2 lecture hours + 2 seminar hours)
NAME OF LECTURE HOLDER	Ioana Adina GRANCEA
NAME OF SEMINAR HOLDER	Ioana Adina GRANCEA
PREREQUISITES	Advanced level of English
A	GENERAL AND COURSE-SPECIFIC COMPETENCES
	<p>General competencies: While following the course and the seminar, students should develop the capacity to:</p> <ul style="list-style-type: none"> → identify business problems that can be addressed with advertising tools → integrate advertising solutions with PR and direct marketing tools → propose and evaluate alternative modes of communicating persuasively one message using advertising formats <p>Course-specific competencies:</p> <ul style="list-style-type: none"> → develop advertising messages and adapt them to various platforms, ensuring coherence between them and relevance to the various categories of stakeholders → undertake advertising research, before, during, and after a campaign, interpreting the results and formulating recommendations for the improvement of brand communication → strategically plan an advertising campaign, taking into account the psychological profile of the audience and the differentiation points that can set the brand apart from its competitors
B	LEARNING OUTCOMES
	<ul style="list-style-type: none"> → understand the division of work in advertising practice, with its distinct functions: account management, research, strategic planning, copywriting and art direction, production, media planning and media buying → discover the professional standards that must be taken into account in advertising practice → evaluate an advertising message from a strategic point of view → discuss the ethical aspects of advertising messages → reflect on the changes that the digital era brings to the relationship between advertising, PR, marketing and journalism
C	LECTURE CONTENT
	<ol style="list-style-type: none"> 1. The relationship between advertising and branding. The functions that advertising can perform for a brand. The limits of advertising in influencing the image of a brand 2. Domains in which advertising plays a significant role. 3. The construction of advertising as an academic discipline and its relationship with advertising practice. 4. The activities that form advertising practice: account management, research, strategic planning, copywriting and art direction, production, media planning and media buying, post-campaign evaluation 5. Professional standards in account management. What it means to be an excellent interface between the client and the team of employees creating an advertising campaign.

	<p>6. The key phases of undertaking qualitative research of the public.</p> <p>7. The key phases of undertaking quantitative research of the public.</p> <p>8. Analysing the advertising of brand competitors and finding a differentiator to offer the brand a unique position in the audience's mind</p> <p>9. The work of a strategic planner. Writing a directional and inspiring brief: inputs and outputs of the process</p> <p>10. Copywriting strategies for developing the idea contained in the strategic brief</p> <p>11. Advice from great advertising practitioners for effective advertising copy</p> <p>12. The platforms and styles that define the profile of digital communication.</p> <p>13. Advertising art direction. Relationship between words and images. Multimedia communication.</p> <p>14. Media-planning solutions in the age of media convergence.</p>
D	RECOMMENDED READING FOR LECTURES
	<p>ALTSTIEL, Tom and Jean GROW. 2013. <i>Creative Strategy, Copy, Design</i>. Sage Publications.</p> <p>KATZ, Helen. 2010. <i>The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying</i>. Routledge.</p> <p>KERPEN, Dave, Michelle Greenbaum and Rob Berk. 2019. <i>Likeable: Social Media</i>. Mc-Graw Hill Education.</p> <p>SHARP, Byron. 2011. <i>How Brands Grow</i>. Oxford University Press.</p>
E	SEMINAR CONTENT
	<p>The student will have to choose a Romanian brand and develop all the phases of an advertising campaign. Seminar meetings will consist in teacher feedback on student work for the personal project.</p>
F	RECOMMENDED READING FOR SEMINARS
	<p>BERGER, Jonah. 2013. <i>Contagious: Why Things Catch On</i>. Simon&Schuster.</p> <p>DREWNIAN, Bonnie and Jerome JEWLER. 2013. <i>Creative Strategy in Advertising</i>. Cengage Learning.</p> <p>HEATH, Chip and Dan HEATH. 2007. <i>Made to Stick: Why Some Ideas Survive and Others Die</i>. Random House.</p> <p>ROSEN, William and Laurence MINSKI. 2016. <i>The Activation Imperative: How to Build Brands and Business by Inspiring Action</i>. Rowman & Littlefield Publishers.</p>
G	EDUCATION STYLE
LEARNING AND TEACHING METHODS	<p>Discussion on Assigned Readings</p> <p>Case Study Analysis</p> <p>Teacher Feedback on Student Work</p>
ASSESSMENT METHODS	<p>Evaluation of the advertising project developed by the student</p>
LANGUAGE OF INSTRUCTION	<p>English</p>