

Global Learning Semesters

Course Syllabus

Course: COMM-512 Media Management and Advertising

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-512	Media Management and Advertising	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Graduate Standing
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

This course emphasizes the commercially operated media and includes an examination of marketing and promotion concepts and the pragmatic strategies and techniques used by media personnel to generate revenues through the sales of advertising. Advertising campaigns, their design and implementation, are also a focus of the course.

Prerequisites

Graduate Standing

Topic Areas

1. Advertising: Information or Education?
2. Advertising and the Economy.
3. Advertising Campaign Research: Before, During and After.
4. Advertising and the Media: Planning and Reserving of time and space.
5. Regulation in Advertising.
6. The Ethical Aspects of Advertising.
7. Advertising and Gender Definitions.
8. Advertising and Market Competition.
9. Advertising and E-commerce.
10. Evaluating the results of an advertising campaign.

Readings and Resources

Required Textbooks

- Sohn. A.B., Wicks, J.L., Lacy, S. and Sylvie, G. (1999). Media Management: A Casebook Approach. (2nd ed.) London: Lawrence Erlbaum Associates.
- Sherman, B. (1995). Telecommunications Management: Broadcasting/Cable and the New Technologies. Second Edition. New York: McGraw-Hill, Inc.
- Dyer, G. (1989). Advertising as Communication. London: Routledge.
- Russell J. T, Lane W. R. (2002). Kleppner's Advertising Procedure. (15th edition). New Jersey: Prentice-Hall