

Global Learning Semesters

Course Syllabus

Course: MKTG-393 Advertising

Department: Business Administration

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-393	Advertising	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	MKTG-391
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

Course Description

The course seeks to give students an Introduction to the problems and principles of effective advertising, including a study of advertising messages, layout, selection of advertising media and evaluation of the advertising program. Additionally an analysis of the value of an effective advertising program and its contribution to the overall Marketing Plan.

Instructor

Ms. Ria Nicoletti Morphitou

Course Aims and Objectives

This is an intermediate Marketing Course and it will assist students in:

- To obtain a broad overview of the dynamic and complex subject of advertising.
- To be able to design an advertising campaign.
- To understand the importance of advertising to the overall marketing strategy.

Teaching Methods

The course is delivered through a mixture of lectures, practical exercises and assignments.

Course Teaching Hours

42 hours (42 hours lectures/presentations and tutorials). The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Midterm I	(40%)
Term paper	(15%)
Final Exam	(40%)

Class participation (5%).

Readings and Resources

Required Textbook

J. Thomas Russel, W. Ronald Lane, Klepper's Advertising Procedure, 15th Edition, Prentice Hall, ISBN 0-13-032877-4

Recommended Reading

Advertising Age Magazine, Journal of Marketing, Journal of Advertising