

<b>Course Code</b>	<b>Advertising Strategies</b> UNYP 90241
<b>Level</b>	Lower-level course in a Bachelor's degree program
<b>Credits</b>	3 semester credits / 6 ECTS
<b>Pre-requisite(s)</b>	C- or better in Introduction to Advertising
<b>Scheduled meetings</b>	45 hours
<b>Average preparation time</b>	105 hours
<b>Total student work time</b>	150 hours
<b>Description</b>	The course will identify and analyze the key concepts, techniques and models used in modern advertising and marketing communication. The course will challenge students to apply these concepts while creating their own advertisements.
<b>Learning outcomes</b>	Upon successfully completing this course, the student will be able to: <ul style="list-style-type: none"> <li>• Understand the basic terminology of advertising and marketing</li> <li>• Understand the structure and function of communication agencies</li> <li>• Be familiar with Advertising brief, and to produce tactical communication based on the brief</li> <li>• The specifics of all communication and media channels</li> <li>• Critically assess advertising campaigns and communications</li> </ul>
<b>Study literature</b>	Aitchinson, Jim, 2003. Cutting Edge Advertising: how to create world's best print for brands in the 21st century. 2nd ed. Singapore: Prentice Hall.  Rossiter, J & Bellman, S (2005). Marketing Communications, Theory and Applications. Australia, Pearson Education Australia.  Additional readings available on UNYP E-Learn or in the UNYP Library.

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