DEREE COLLEGE SYLLABUS FOR: MK 4249 ADVERTISING IN DIGITAL AND MASS MEDIA	
(Fall 2021)	**UK LEVEL 6** **UK CREDITS: 15** **US CREDITS 3/0/3**
PREREQUISITES:	MK 2030 Introduction to Marketing **or** MK 2030 Fundamentals of Marketing MK3135 Marketing Communications
CATALOG DESCRIPTION:	Principles of advertising. Theories and practices. Advertising planning process. Special topics in advertising.
RATIONALE:	One of the most visible and powerful communication tools within the marketing communications mix, advertising merges art and science. To be used effectively, advertising must be developed strategically and must make knowledgeable use of creative message tactics and media choices. This course covers the activities that deal with the planning, creation, and dissemination of an advertising message as well as the management function that controls these diverse efforts. It includes theoretical frameworks and models for examining contemporary advertising practices in the context of traditional and non-traditional media (mass and digital). The course provides the knowledge a marketing manager needs to use advertising to support marketing objectives and effectively communicate brand messages to consumers. The course also examines relevant ethical and societal issues..
LEARNING OUTCOMES:	As a result of taking this module, the student should be able to: 1. Demonstrate knowledge and understanding of key principles of advertising in the context of mass and digital media. 2. Demonstrate knowledge and understanding of consumer behavior principles that affect advertising effectiveness. 3. Analyze and evaluate advertising messages across different types of media (mass and digital). 4. Critically examine the role of advertising in society and discuss ethical issues in advertising.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Class lectures, interactive learning (class discussions, group work) and practical problems solved in class. ➢ Practical exercises and class activities. ➢ Discussion of specific advertising cases. ➢ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns, and get feedback. ➢ Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional related material.

ASSESSMENT:	Summative:		
	Midterm Assessment	1-hour Exam, essay-type	**40%**
	Final Assessment	Individual: Project, 2000 words (Critical analysis of a current topic in advertising - Analysis and evaluation of a case study/ real-life campaign focusing on a current topic in advertising)	**60%**

Formative:

Practice Exam Questions (in class and/or take-home)	Short answers to essay questions	**0%**
Interim evaluation of projects (drafts).	Feedback and comments on the submitted drafts	**0%**

The formative assessments aim to prepare students for the exams and the project respectively.

The Midterm Assessment tests Learning Outcomes:1, 2.
The Final Assessment tests Learning Outcomes:1, 3, 4.

Students are required to resit failed assessments in this module.

INDICATIVE READING:

REQUIRED READING:
Moriarty, S., Mitchell, N., Wood, C., and Wells, W. D., *Advertising & IMC: Principles and Practice*, Pearson Education. Latest edition.

RECOMMENDED MREADING:
Araujo, T., Copulsky, J. R., Hayes, J. L., Kim, S. J., & Srivastava, J. (2020). From Purchasing Exposure to Fostering Engagement: Brand–Consumer Experiences in the Emerging Computational Advertising Landscape. *Journal of Advertising*, *49*(4), 428-445.

Belch, G. E., & Belch, M. A. (2020). *Advertising and Promotion: An Integrated Marketing Communications Perspective*, Cengage/McGraw-Hill.

Beuckels, E., De Jans, S., Cauberghe, V., & Hudders, L. (2021). Keeping Up with Media Multitasking: An Eye-Tracking Study among Children and Adults to Investigate the Impact of Media Multitasking Behavior on Switching Frequency, Advertising Attention, and Advertising Effectiveness. *Journal of Advertising*, 1–10.

Dahlen, M., & Rosengren, S. (2016). If advertising won't die, what will it be? Toward a working definition of advertising. *Journal of Advertising*, *45*(3), 334-345.

Deighton, J. (2017). Rethinking the profession formerly known as advertising: How data science is disrupting the work of agencies. *Journal of Advertising Research*, *57*(4), 357-361.

	Deuze, M. (2016). Living in Media and the Future of Advertising. *Journal of Advertising*, *45*(3), 326-333. Hackley, C., & Hackley, A. R. (2019). Advertising at the threshold: Paratextual promotion in the era of media convergence. *Marketing Theory*, *19*(2), 195-215. Lee, H., & Cho, C. H. (2020). Digital advertising: present and future prospects. *International Journal of Advertising*, *39*(3), 332-341. Percy, L. and Rosenbaum-Elliott, R. (2016). *Strategic advertising management*, Oxford University Press. Rodgers S. and Thorson E. (2019). *Advertising Theory*, Routledge. Shabbir, H. A., Maalouf, H., Griessmair, M., Colmekcioglu, N., & Akhtar, P. (2019). Exploring perceptions of advertising ethics: An informant-derived approach. *Journal of Business Ethics*, *159*(3), 727-744.
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	Videos
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	Word, Excel, PowerPoint, Internet, Google search engine, Google Scholar
WWW RESOURCES:	www.ama.org www.aaasite.org/ www.aaf.org/ www.thinkbox.tv/case-studies/ www.adforum.com/case-studies www.adsoftheworld.com/ www.adweek.com www.hbr.org www.warc.com www.forbes.com/innovation/
INDICATIVE CONTENT:	1. Introduction to advertising 2. Consumer Behavior and Advertising: Understanding consumers & examining how advertising works 3. Advertising in practice: clients, agencies and media 4. The advertising planning process 5. Creative strategy and tactics in advertising 6. The evolving media landscape: mass and digital media 7. Advertising across different types of media (mass and digital) 8. Issues in Media Strategy and Planning 9. The role of research in advertising 10. Advertising & Society: Social impact, responsibility, and ethics 11. Current issues in advertising

	12. The evolution and future of advertising