

“Babeş-Bolyai” University, Cluj-Napoca, Romania  
Faculty of Political, Administrative and Communication Sciences  
Department of Journalism  
Second semester 2015-2017

## Introduction in Advertising - syllabus -

**Instructor:** Lecturer Ioana Iancu, PhD  
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### 1. Course description and objectives

The course is designed to provide fundamental insights into the main concepts in advertising (branding, marketing mix, positioning, advertising strategy, and planning etc.) both theoretically and empirically. By the end of the semester, the students should be able to design a complex advertising campaign based on market research. The classes are designed as dynamic and interactive. By combining lecture, group and individual activities, the students are required to permanently participate to discussions through questions, remarks or any valuable inputs.

### 2. Bibliography

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### 3. Useful web pages

- <http://www.iqads.ro/>
- <http://adsoftheworld.com/>
- <http://toastvertising.com/site/home.html>
- <http://www.zune-arts.net/>
- [www.adcritic.com](http://www.adcritic.com)
- <http://advertising.utexas.edu/world/>

#### 4. Grading and assignments

- **Class activity - 3 points** (6 activities required, 1 activity = 0,5 points)
  - An activity means consistent participation during the class discussion.
  
- **Reaction papers – 2 points** (2 reaction papers required, 1 reaction paper = 1 point)
  - The reaction papers can be done based on any two articles from the bibliography or articles related to the topics discussed
  - A reaction paper implies reading an article, writing a summary of it, and commenting the ideas from the text based on arguments (e.g. pros and cons). The students must comprehensively express his/her opinion on the article and must defend that opinion using evidence.
  - A reaction paper must have around 2 pages
  - All the reaction papers must be submitted by email until the **10<sup>th</sup> of April 2016**.
  
- **Group project – 5 points**
  - The project can be done in group (2 members) or individual
  - The projects will be developed in class, during the last meeting
  - The project consists of a comprehensive marketing plan for a non-promoted product (unusual product to be promoted): toothpick, writing paper, wrapping paper, copy-book cover, bootlace, sharpener, rusk, jar etc.
  - It is possible to choose a product that is not on the list above
  - A marketing plan consists of the following main steps:
    - The objectives of the campaign
    - The target
    - The market analysis (competition, consumer, former similar campaigns)
    - Marketing mix
    - Marketing submix
    - Positioning
    - Unique selling proposition
    - Media plan
    - The creative strategy (there is no need for a real spot; it is enough to create a print, a drawing, or to create a story)
    - A proposal for evaluation

#### 5. Plagiarism policy

Academic integrity is one of the major values within this course. Plagiarism and cheating are not allowed and, if noticed, will be punished according to the Faculty rules. Any information, data or idea belonging to someone else must be signaled both within the text (footnote or text note) and within the reference list.

## **6. Class schedule**

**Week 1** – An introduction in course design and requirements. Czech Dream – documentary film

**Week 2** – Advertising campaigns that have changed the world: VW Beetle, Apple, United Colors of Benetton

**Week 3** – The brain and the consumer behavior

**Week 4** – Neuromarketing

**Week 5** - Marketing mix. Advertising sub-mix

**Week 6** – Brand. Image. Positioning strategies. Creativity in advertising

**Week 7** – Country and city branding

**Week 8** – Intelligent advertising: Affective computing. Augmented reality

**Week 9** – Marketing strategies that manipulate us

**Week 10** – Sensory branding. Emotions in advertising.

**Week 11** - Unconventional advertising: Guerrilla marketing, Flash mob, Green advertising

**Week 12** - Projects' development