

Identification	Subject (Code, title, credits)	MKT 457 Advertising 3KU credits (6ECTS)
	Department	Economics and Management
	Program	Undergraduate
	Term	Fall 2026
	Instructor	Aytakin Satiji
	E-mail:	aytakin.satiji@khazar.org
Prerequisites	MKT 302 Marketing	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	Core textbook: Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy that Sells, Robert W. Bly. 4th edition © 2020 St. Martin's Publishing Group. Ogilvy on Advertising, David Ogilvy. Headline Publishing Group, 2023 edition (originally published 1983).	
Course website	https://www.adweek.com/ https://www.campaignlive.co.uk/ https://www.dandad.org/ https://ipa.co.uk/ https://www.apg.org.uk/ https://www.asa.org.uk/	
Course outline	The aim of this course is to provide students with a contemporary view of the role and importance of marketing communications. Students will develop an appreciation and understanding of the fast-moving and multi-faceted world of marketing communications from both a theoretical and managerial perspective. This course will emphasize the importance of integrated marketing communications (IMC) and will cover various aspects of an IMC program including advertising, sales promotion, direct marketing, sponsorships, product placement and public relations. Particular emphasis will be placed on creativity, campaign planning and development.	
Course objectives	• To appreciate the practice of marketing communications and recognize the marketing communications tools used by practitioners. • To understand the philosophy, practice and drivers of integrated marketing communications (IMC). • To understand the various stages and decisions involved in marketing communications planning and development. • To appreciate the evolving nature of marketing communications and the various social, ethical, environmental and regulatory issues involved in marketing communications. • To critically review existing research and theory as it relates to marketing communications. • To appreciate how academic theory (e.g. on creativity) can be applied to the practice of advertising.	
Learning outcomes	By the end of this course you should be able to: • Demonstrate a clear understanding of marketing communications theory, strategy and execution. • Apply your knowledge of marketing communications theory to marketing decisions within a managerial or agency context. • Have the confidence to perform as advertising/marketing communications professionals or work alongside advertisers, agencies and other organizations as	

	marketing professionals		
	To understand the process of developing and applying media strategies and evaluate effectiveness.		
Teaching methods	Lecture		x
	Group discussion		x
	Experiential exercise		x
	Case analysis		x
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Activity		5
	Attendance		5
	Case study	7 th week	5
	Presentation	12 th -13 th week	15
	Final Exam		40
	Total		100
Policy	Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc) are required to inform the instructor. Activity shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion. Group presentation (15%): This coursework assessment, like many in Marketing is team based. This is because collaborative and deliberative skills are crucial for a successful career and this team-working is excellent practice, but also because of the proven powerful impact discussion, deliberation and debate has on your learning and the development of your critical thinking. You will get to choose your team-mates but remember - it is your responsibility to make the team work! You will be provided with an agency brief in the first lecture and as part of your assignment you will be required to respond to this brief, generating creative ideas and solutions that effectively respond to the brief. In order to communicate your ideas and solutions, you will be required to produce a deck of PowerPoint slides using the Notes section to clearly convey your ideas to the client. Presentations should be a maximum of 20 minutes. Your PowerPoint slides should be customized to include your agency name/ logo and should also include a brief team bio. Alongside this your presentation should include an executive summary, context analysis (brand research and competitor analysis, target audience), communications objectives, marketing communications strategy, creative approach including creative mock-ups/ executions, media plan, scheduling and implementation, budgeting and effectiveness evaluation. Creativity and the creative process will be discussed in detail within the lectures to help you with the process of generating creative responses to the brief. The rationale behind this assignment is to provide you with the opportunity to gain experience of responding to a brief and generating and communicating creative solutions and ideas. Case analysis will be based on an essay. The cases will be provided during the lesson and will focus on the taught material Case Analysis Report (5%) This is an individual work. Students are expected to complete an analysis of minimum 1 case during the class. Case material will be presented during the class. Students must write a report consisting of a minimum of 100 and a maximum of 500 words.		

		Generative AI (GenAI) Use Policy: In this course, the use of Generative Artificial Intelligence (GenAI) tools (e.g. ChatGPT, Microsoft Copilot, Claude, Google Gemini) is permitted as a supportive tool for the learning process, provided that ethical principles are respected and academic integrity is not violated. Students may use GenAI tools at the idea-formation, structuring, and language-editing stages of their assignments. However, students must disclose, at the end of each assignment, which GenAI tools were used and how, in accordance with Khazar University's Generative Artificial Intelligence Use Guidelines. Students bear full responsibility for the accuracy and reliability of any results obtained through GenAI, and the final submitted work must reflect the student's own analysis, critical thinking, and intellectual contribution. The use of GenAI tools during the Midterm Exam, Final Exam, and any in-class quizzes/tests is strictly prohibited. Undisclosed or unauthorized use of GenAI will be treated as an academic integrity violation and may result in a verbal or written warning, resubmission of the assignment, or a reduced/zero grade for that assignment.	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1	19.09.26	The Practice and Environment of Integrated Marketing Communications (IMC)	Ch.1 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
2	26.09.26	Advertising and its practices	Ch.2 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
3	03.10.26	How Marketing Communications Work	Ch.5 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
4	10.10.26	Segmenting and Targeting the Audience	Ch.7 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
5	17.10.26	Creativity and effective communications	Ch.9 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
6	24.10.26	Marketing Communications Strategy and Planning.	Ch.8 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
7	31.10.26	Copywriting Case Analysis Report	Ch.10 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
8	07.11.26	Visual Communication	Ch.9 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
9		Midterm Exam	
10	21.11.26	Artificial Intelligence (AI) and Automation in Marketing Communications	Ch.13 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson Ch.14 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson Supplementary materials on AI in marketing communications (to be provided by the instructor)
11	28.11.26	Media Basics and Paid Media	Ch.12–13 – Advertising & IMC: Principles and

			Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
12	05.12.26	Owned, interactive and earned Group presentation	Ch.14 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
13	12.12.26	Media Planning and Buying Group presentation	Ch.15 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
14	19.12.26	Public Relations	Ch.3 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
15	26.12.26	Direct response and Promotions	Ch.4 – Advertising & IMC: Principles and Practice, Moriarty, Mitchell, Wood, Wells. 11th edition © 2021 Pearson
16		Final Exam	