

<b>Identification</b>	<b>Subject (code, title, credits)</b>	<b>MKT 310 Principles of Advertising 3KU credits (6ECTS credits)</b>
	<b>Department</b>	Economics and Management
	<b>Program</b>	Undergraduate
	<b>Term</b>	Spring 2022
	<b>Instructor</b>	Aytakin Satiji
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<b>Prerequisites</b>	<b>MKT 301 Principles of Marketing</b>	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Required	
<b>Required textbooks and course materials</b>	<p>Core textbook: Advertising and IMC: Principles and Practice, Moriarty, Mitchell, Wells. © 2018 Prentice Hall</p> <p>Supplementary textbook: Advertising, Promotion, and other aspects of Integrated Marketing Communications, Terence A. Shimp and J. Craig Andrews. © 2013 Cengage Learning.</p>	
<b>Course website</b>	<a href="https://www.adweek.com/">https://www.adweek.com/</a> <a href="https://www.campaignlive.co.uk/">https://www.campaignlive.co.uk/</a> <a href="https://www.dandad.org/">https://www.dandad.org/</a> <a href="https://ipa.co.uk/">https://ipa.co.uk/</a> <a href="https://www.apg.org.uk/">https://www.apg.org.uk/</a> <a href="https://www.asa.org.uk/">https://www.asa.org.uk/</a>	
<b>Course outline</b>	<p>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.</p>	
<b>Course objectives</b>	<ul style="list-style-type: none"> <li>• To appreciate the practice of marketing communications and recognize the marketing communications tools used by practitioners.</li> <li>• To understand the philosophy, practice and drivers of integrated marketing communications (IMC).</li> <li>• To understand the various stages and decisions involved in marketing communications planning and development.</li> <li>• To appreciate the evolving nature of marketing communications and the various social, ethical, environmental and regulatory issues involved in marketing communications.</li> </ul>	

	<ul style="list-style-type: none"> <li>• To critically review existing research and theory as it relates to marketing communications.</li> <li>• To appreciate how academic theory (e.g. on creativity) can be applied to the practice of advertising.</li> </ul>		
<b>Learning outcomes</b>	<p>By the end of this course you should be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate a clear understanding of marketing communications theory, strategy and execution.</li> <li>• Apply your knowledge of marketing communications theory to marketing decisions within a managerial or agency context.</li> <li>• Have the confidence to perform as advertising/marketing communications professionals or work alongside advertisers, agencies and other organizations as marketing professionals</li> <li>• To understand the process of developing and applying media strategies and evaluate effectiveness.</li> </ul>		
<b>Teaching methods</b>	<b>Lecture</b>	x	
	<b>Group discussion</b>	x	
	<b>Experiential exercise</b>	x	
	<b>Case analysis</b>	x	
<b>Evaluation</b>	<b>Methods</b>	<b>Date/deadlines</b>	<b>Percentage (%)</b>
	<b>Midterm Exam</b>		30
	<b>Activity</b>		5
	<b>Attendance</b>		5
	<b>Case study</b>		5
	<b>Presentation</b>		15
	<b>Final Exam</b>		40
	<b>Total</b>		100
<b>Policy</b>	<p><b>Attendance:</b> 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.</p> <p><b>Activity</b> 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.</p> <p><b>Group presentation:</b> 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.</p> <p>You will get to choose your team-mates but remember - it is your responsibility to make the team work!</p> <p><b>Case analysis</b> will be based on an essay. The cases will be provided</p>		

during the lesson and will focus on the taught material

**Group presentation (15%):** 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.

**Class 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.

**Tentative Schedule**

<b>Week</b>	<b>Date/Day (tentative)</b>	<b>Topics</b>	<b>Textbook/Assignments</b>
1	TBA	The Practice and Environment of Integrated Marketing Communications (IMC)	Ch.1
2	TBA	Advertising and its practices	Ch.2
3	TBA	How Marketing Communications Work	Ch.5
4	TBA	Segmenting and Targeting the Audience	Ch.7
5	TBA	Creativity and effective communications	Ch.9
6	TBA	Marketing Communications Strategy	Ch.8

		and Planning.	
7	TBA	Copywriting	Ch.10
8	TBA	Visual Communication	Ch.11
9	TBA	<b>Midterm Exam</b>	
10	TBA	Media Basics	Ch.12
11	TBA	Paid Media	Ch.13
12	TBA	Owned, interactive and earned Media	Ch.14
13	TBA	Media Planning and Buying	Ch.15
14	TBA	Public Relations	Ch.3
15	TBA	Direct response and Promotions	Ch.4
16	TBA	<b>Final Exam</b>	Ch. 1-16