



COURSE UNIT (MODULE) DESCRIPTION

| Course unit (module) title | Code |
|-------------------------------------|------|
| Advertising and message development | |

| Academic staff | Core academic unit(s) |
|---|--|
| Coordinating: J. Assistant Aurelija Šilinskaitė | Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius |

| Study cycle | Type of the course unit |
|-------------|-------------------------|
| First | Elective |

| Mode of delivery | Semester or period when it is delivered | Language of instruction |
|------------------|---|-------------------------|
| Auditorium | Spring semester | English/ Lithuanian |

| Requisites | |
|--|-------------------------------------|
| Prerequisites: Basics of marketing, Marketing communication | Co-requisites (if relevant): |

| Number of ECTS credits allocated | Student's workload (total) | Contact hours | Individual work |
|----------------------------------|----------------------------|---------------|-----------------|
| 5 | 130 | 48 | 82 |

| Purpose of the course unit | | |
|---|--|-------------------------------|
| This subject aims to develop the ability to create a creative, client-oriented message, plan and manage advertising campaigns in both traditional and digital media, evaluate campaign results. | | |
| Learning outcomes of the course unit | Teaching and learning methods | Assessment methods |
| Able to understand advertising goals, consumer needs, and create a client-oriented message. | Lectures, reading literature, case studies, discussions, group work. | Test, group work presentation |
| Able to create creative solutions and align the message with visual content across various advertising channels. | Lectures, reading literature, case studies, discussions, group work. | Test, group work presentation |
| Able to apply advertising theories and techniques, and select appropriate formats when creating advertising campaigns. | Lectures, reading literature, case studies, discussions, group work. | Test, group work presentation |
| Able to plan an advertising campaign, including timeline and budget, based on principles of teamwork. | Lectures, reading literature, case studies, discussions, group work. | Test, group work presentation |
| Will become familiar with the organization of the advertising business, the activities of advertising agencies, and understand how to coordinate an advertising campaign and maintain client relationships. | Lectures, reading literature, case studies, discussions, group work. | Test |

| Content | Contact hours | | | | | | | Individual work: time and assignments | |
|--|---------------|-----------|-----------|-----------|-----------------|------------|----------------------|---------------------------------------|--|
| | Lectures | Tutorials | Seminars | Workshops | Laboratory work | Internship | Contact hours, total | Individual work | Tasks for individual work |
| 1. Introduction to advertising. History of advertising and consumer behavior. Advertising theories and creative techniques. | 4 | | 2 | | | | 6 | 6 | Scientific literature |
| 2. Semiotics, types of advertisements, audience identification, understanding Brand Archetypes. | 4 | | 2 | | | | 6 | 10 | Scientific literature Case study analysis |
| 3. Understanding message Strategy. Crafting persuasive messages and visualization. Methods of advertising appeals. Application of AI in advertising creation. | 5 | | 2 | | | | 7 | 10 | Scientific literature Case study analysis |
| 4. Media channels. Types of media channels. Media Selection, Media Planning – Traditional (tv, radio, outdoor, cinema) & Digital Channels – web, social, google display). | 4 | | 2 | | | | 6 | 12 | Scientific literature Case study analysis |
| 5. Communication in social media. Fundamentals of corporate and personal brand, sales communication. Different types of the messages, technics and measuring efficiency. | 3 | | 2 | | | | 5 | 10 | Scientific literature Case study analysis |
| 6. Influencer marketing. Types of influencers as media channels. Place of Influencer marketing in advertising complex and impact for brand promotion. | 3 | | 2 | | | | 5 | 6 | Scientific literature Case study analysis |
| 7. Creative campaign making. Understanding campaigns. phases of campaign creation, Steps of effective advertising. Principles of advertising how to attract the attention of customer. | 4 | | 2 | | | | 6 | 12 | Scientific literature Case study analysis |
| 8. Effective management of the campaigns. The types of advertising agencies. Structure of advertising department, interface with other departments, working with clients. | 3 | | 2 | | | | 5 | 10 | Scientific literature Case study analysis |
| 9. Summary of the course. | 2 | | | | | | 2 | 6 | |
| Total: | 32 | | 16 | | | | 48 | 82 | |

| Assessment strategy | Weight % | Deadline | Assessment criteria |
|--|----------|----------|---|
| Midterm test of 20 questions. The test includes questions from topics 1-4. | 30 | April | Assessment criteria: A correct answer is worth 0,5 point, an incorrect answer is worth 0 points, for a total maximum score of 10 points. Literature source is not allowed to use during the test. Minimum grade to pass the test – 5. |
| Group project. Group projects are done during the semester in groups (3-5 people). The object of the task – to create an advertising campaign for a X company – to determine goals, audience, create an advertising campaign message, select suitable advertising channels, create a budget and an advertising plan. | 40 | May | Assessment criteria: 10 (excellent) - thorough analysis of the topic, smooth presentation, correct answers to questions; 9 (very good) - detailed analysis of the topic with only minor inaccuracies, relatively smooth presentation of the work, most of the answers to the questions correct; 8 (good) - minor shortcomings in the analysis of the topic, fairly smooth presentation of the paper, most important questions answered correctly; 7 (moderate) - the analysis of the topic reveals the main issues, but the analysis is shallow, the presentation is flawed, and not all of the main questions are answered; 6 (satisfactory) - the analysis of the topic does not cover all the main issues, the analysis is shallow, the presentation is significantly flawed, and only some of the most important questions are answered; 5 (weak) - the analysis of the topic provides minimal coverage of some key issues, the presentation is significantly flawed and many questions are not answered; 4, 3, 2, 1 (unsatisfactory) - the topic analysis does not even minimally address the main issues, the presentation has significant weaknesses, and most questions are not answered. All of the groups members get the same evaluation and grade for teamwork. If the group work is not presented live, no access to the exam. |
| Exam – test of 40 questions from all topics. The test includes questions from topics 1-8 . | 30 | June | Assessment criteria: A correct answer is worth 0,25 point, an incorrect answer is worth 0 points, for a total maximum score of 10 points. The final grade is calculated by summing the scores of the mid-term report, group work, activity and final test/exam, taking into account the percentage weighting of each report: 92-100 points: excellent, 10. 83-91 points: very good, 9. 74-82 points: good, 8. 65-73 points: average, 7. 55-64 points: satisfactory, 6. 46-54 points: weak, 5. Less than 46 points: unsatisfactory, minimum requirements not met, 4, 3, 2, 1. |
| Strategy for taking an exam externally. | | | There is no possibility to take the exam externally. |

| Author (-s) | Publishing year | Title | Issue of a periodical or volume of a publication | Publishing house or web link |
|--|-----------------|---|--|------------------------------|
| Required reading | | | | |
| Larry Percy., Elliott R. | 2016 | Strategic advertising management | 3 st publication | Oxford University Press |
| Andrews, Marc; Baaren, Rickert Bart van; Leeuwen, Matthijs van | 2013 | Hidden persuasion : 33 psychological influence techniques in advertising | | BIS Publishers |
| Kenneth Clow, Donald Baack | 2021 | Integrated Advertising, Promotion, and Marketing Communications, Global Edition | 9 th publication | Pearson |

| Recommended reading | | | | |
|-----------------------------|------|---|------------------|-----------|
| Nicholas Holm | 2023 | Advertising and consumer society. A critical introduction | 2 nd publication | Routledge |
| Kevin McTigue, Derek Rucker | 2021 | The Creative Brief Blueprint: Crafting Strategy That Generates More Effective Advertising | | BookBaby |
| Whitney Lehmann | 2023 | Social Media Theory and Communications Practice | | Routledge |