



COURSE UNIT DESCRIPTION

Course unit title	Code
Evolution and Trends of Advertising/Reklamos raida ir tendencijos	

Annotation
This course examines the historical development and contemporary trends shaping the field of advertising. It delves into the evolutionary trajectory of advertising practices, exploring key milestones and shifts in communication strategies over time. Additionally, it investigates current trends and emerging patterns within the advertising landscape, providing insights into the dynamic nature of this ever-evolving industry. Through a comprehensive analysis, this research aims to enhance our understanding of the past, present, and future directions of advertising.

Lecturer(s)	Department, Faculty
Coordinating: lecturer Jurga Čižikaitė	Vilnius University Faculty of Communication

Study cycle	Type of the course unit
Bachelor (first cycle)	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to-face	Spring semester	English

Requisites	
Prerequisites: Research proficiency, critical thinking and analysis, academic writing	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5 credits	130	36	94

Purpose of the course unit: programme competences to be developed		
Developed General Competencies: Analytical and Critical Thinking Creativity Ability to Work Independently and in Teams Interpersonal and Communication Skills Developed Subject-Specific Competencies: Fundamental theoretical knowledge of advertising and the ability to apply them in professional activities. Essential knowledge and skills in the research, planning, and execution of advertising or other communication activities. Ability to perform tasks related to the creation and analysis of advertising and other communication products and services. Ability to disseminate advertising products, convey information, ideas, identify problems, and propose solutions when communicating with specialists and the general public.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
To become acquainted with and understand the development of advertising, identify the main changes, perceive their consequences for society, and understand the impact of society and institutions on advertising content.	Active learning methods (group discussion), preparation and presentation of analysis, independent literature studies, project preparation.	The assessment is graded on a scale of 10 points. Cumulative assessment is comprised of seminar participation, presentation outcomes, and exam results.
To acquaint oneself with the interplay between advertising communication and trends, to comprehend the significance of trends within communication industries, and to discern the potential applications of these trends.	Problem-identifying instruction, active learning methods (group discussion), independent literature studies.	The assessment is graded on a scale of 10 points. Cumulative assessment is comprised of seminar participation, presentation outcomes, and exam results.
Formulating skills enabling the gathering, synthesis, presentation, and delivery of trends applicable in advertising and marketing industries.	Active learning methods (group discussion), preparation and presentation of analysis, independent literature studies, presentation preparation.	The assessment is graded on a scale of 10 points. Cumulative assessment is comprised of seminar participation, presentation outcomes, and exam results.
Learning to apply identified trends in the advertising industry to creative tasks.	Active learning methods (group discussion), creative workshops.	The assessment is graded on a scale of 10 points. Cumulative assessment is comprised of seminar participation, presentation outcomes, and exam results.

Course content: breakdown of the topics	Contact hours/Lectures							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship/work	Contact hours,	Individual work	Assignments
1. Advertising Evolution: Origins and	4		4				8	14	Analysis of advertising

Formation Throughout History. The emergence and development of advertising over the course of history. Factors shaping the emergence of advertising, historical, social, and business contexts. The evolution of advertising functions and forms from its genesis to modern times.									campaigns from the 20th and 21st centuries: creation history, target audience, message, media channels.
2. Advertising in the current business environment. Advertising law, planning marketing and advertising strategies. Types of advertising agencies, advertising agency structures. Key specializations in advertising business, their functions, and tasks.	2		2				4	8	Advertising market analysis and analysis of selected brands.
3. Types of Advertising Campaigns. Social, political, image, sales promotion, and others. Overview and analysis of their characteristics, examples, and impact.	2		2				4	8	Comparative analysis of different advertisements based on type, format, visual and verbal elements, and the specific impact on the audience.
4. Consumers and Their Needs. Evolution of needs and priorities, needs research, trends in consumer needs, and the relationship between consumer needs and business and communication.	2	2	4				8	12	Summary of selected consumer research and recommendations for related business sectors.
5. Advertising brief: preparation, completion, idea generation based on the task. Advertising message: understanding and decoding. Insights, search for insights, and formulation, application of insights.	2		2				4	12	Preparation of an advertising brief and formulation of insights for creative task.
6. Advertising trends. Applying trends in advertising and marketing: formulating, presenting, and applying insights in the creation of products, processes, communication tools, and content.	4	2	4				10	12	Based on the provided models, prepare descriptions of three youth trends.
								28	Preparation for examination.
Total	16	4	16				36	94	

Assessment strategy	Weight %	Deadline	Assessment criteria
Seminars	20%	According to the set deadlines for each task	Studying seminar materials, active engagement in seminar discussions, and preparation of intermediate as well as independent tasks. 2 points: actively participates in all lectures and seminars, raises problematic questions, bases arguments on academic

			literature they have read; 1 point: participates in discussions but has a hard time relating the questions being analysed with the mandatory reading (e.g., arguments are based on private experience, etc.); 0 points: does not participate in discussions or has missed more than one third of all seminars. NOTE. The attendance of seminars is compulsory. The number of allowed to miss seminars should not exceed 30% of all planned seminars.
Home assignments prepared in groups	20%	According to the set deadlines for each task	Analysis of selected brands communication strategies, the development of the brand strategy, social, advertising and brand trends. The following aspects of a work are to be evaluated: Content and Relevance: Clarity and depth of the main message. Accuracy and alignment with the assignment's objectives. Relevance of the content to the topic. Rating: 0-5 points. 5 points. Excellent knowledge and abilities. 4 points. Good knowledge and abilities, may have made some non-critical errors. 3 points. Average knowledge and abilities, some errors. 2 points. Poor knowledge and abilities, some (fundamental) errors. 0 – 1 points. Minimal requirements not met.
Exam	60%	During the session time	Analysis of a random given specific brand, considering the brand's communication and advertising actions, decoding of marketing messages, and preparation of short-term tactical actions for specific target audience. 5 points. Excellent knowledge and abilities. 4 points. Good knowledge and abilities, may have made some non-critical errors. 3 points. Average knowledge and abilities, some errors. 2 points. Poor knowledge and abilities, some (fundamental) errors. 0 – 1 points. Minimal requirements not met.
			Cumulative grade is calculated as follows: Final Grade + 0.2*S + 0.2*HA + 0.6*E S – seminars grade HA – home assignment E - exam

Author	Publishing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
Required reading				
	2024	Digital 2024: global overview report		https://datareportal.com/reports/digital-2024-global-overview-report
William Arens, Michael Weigold, Christian Arens	2023	Contemporary Advertising and Integrated Marketing	17th Edition	McGraw-Hill Education

		Communications (4-6, 12-17 chapters)		
Bhargava, R.	2021	Non Obvious Megatrends (1-10 chapters)		Idea Press Publishing
Jugenheimer D. W., Kelley L. D.	2014	Advertising Account Planning (32-84; 189-199)	3 rd edition	London: Routledge
Recommended reading				
Oswald L. R.	2015	Creating Value		Oxford: Oxford University Press
George Felton	2013	Advertising: concept and copy		New York: W.W. Norton & Company
Steel J.	2009	Truth, Lies and Advertising: The Art of Account Planning		New Jersey: John Wiley & Sons