



COURSE UNIT DESCRIPTION

Course unit title			Code
Media And Advertising			20591
Annotation			
During the lectures students with leading professor discuss about mass media appearance and role of advertising, historical overview of advertising, economical interests of media and advertisers, scrutinise the principles of ads design, effectiveness of advertising in the media and theoretical approaches of ads examination. Students have to do a practical tasks and show creativity skills.			
Lecturer		Department, Faculty	
Koordinuojantis: Assoc. prof. Dr. Mantas Martišius Kitas (-i):		Vilnis University, Faculty of Communication Saulėtekio av. 9, 1st building, LT-10222 Vilnius, Lthuania	
Study cycle	Study cycle	Type of the course unit	
Mode of delivery	Semester or period when it is delivered	Vykdymo kalba (-os)	
Lecture	Spring	English	
Requisite			
Prerequisites:		Co-requisites (if relevant):	
Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	30	100
Purpose of the course unit: programme competences to be developed			
After the course students will be able to understand the role of advertising in the media system, basic marketing principles, develop the campaign plan, to assess the classical ad for the theoretical requirements.			
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods	
Understand the key issues of advertising and journalism.	Lectures, discussions, analysis of scientific literature, preparation of assignments’.	Evaluation system (10-point system). Cumulative assessment: written work, presentation of group assignments, written exam (closed-ended questions).	
Be able to understand the key marketing principles and their impact on advertising;	Lectures, discussions, analysis of scientific literature, preparation of assignments’	Evaluation system (10-point system). Cumulative assessment: written work, presentation of group assignments, written exam (closed-ended questions).	
Learn the peculiarities of advertising placement in media;	Lectures, discussions, analysis of scientific literature, preparation of	Evaluation system (10-point system). Cumulative assessment:	

	assignments'							written work, presentation of group assignments, written exam (closed-ended questions).	
Learn basics of advertising design and understand the historical development of the specifics	Presentation of 3 assignments							Evaluation system (10-point system). Cumulative assessment: written work, presentation of group assignments, written exam (closed-ended questions).	
Be able to calculate the rating of TV shows, share, frequency, understand the trends of media and advertising research.	Lectures and discussions							Evaluation system (10-point system). Cumulative assessment: written work, presentation of group assignments, written exam (closed-ended questions).	
	Lectures	Consultations	Seminars	Practical work	Laboratory work	Placements	Total contact work	Individual work	Assignments
1 Notion of Advertising and Advertising history.	2						2	6	Reading compulsory literature
2. Advertising support and criticism.	2						2	8	Reading compulsory literature
3. Consumer culture emergence.	3		2				5	8	Reading compulsory literature
4. Mass Media Creation and Advertising.	2						2	8	Preparing for 1 assignment
5. Approaches of advertising examination.	2		2				4	8	Preparing for 2 assignment
6. Political advertising.	2		2				4	8	Preparing for 3 assignment
7. Positioning and branding.	2						2	8	Reading compulsory literature
8. Media strategy and ad creation.	3		2				5	8	Preparing for 4 assignment
9. Share of Media market	2						2	8	Reading compulsory literature
Preparation for exam		2					2	30	Revising material
Total:	20		8				30	100	

Assessment strategy	Weight %	Deadline	Assessment criteria
Presentation of assignments. Students should in groups prepare: a) logo; b) poster; c) radio jingle. Purpose of those tasks – try practically adapt the knowledge.		During the semester	Allows to participate in exam
Examination: test or open questions in the form of topics.	100%	At the end of the semester or divided into two parts (at the middle of the semester and end of semester)	The test consists of 50 closed-ended questions randomly selected from a list of questions by a computer (of varying difficulty, from understanding to evaluation), each worth one point. Assessment is as follows: 5: Excellent knowledge and skills. Evaluation level. 45-50 correct answers. 4: Good knowledge and skills, may be minor errors. Synthesis level. 35-44 correct answers. 3: Average knowledge and skills, with errors. Analysis level. 25-34 correct answers. 2: Below average knowledge and skills, with (substantive) errors. Knowledge application level. 15-24 correct answers. 1: Knowledge and skills still satisfy minimum requirements. Many errors. Knowledge and understanding level. 5-14 correct answers. 0: Does not meet minimum requirements. 0-4 correct answers.

Author	Publishing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
Required reading				
Larry Percy, Richard Elliott.	2005	Strategic advertising management		Vilnius University library
Al Ries, Jack Trout	2003	Positioning: The Battle for Your Mind		
William Leiss, Stephen Kline, Sut Jhally, Jacqueline Botterill	2018	Social Communication in Advertising: Persons, Products and Images of Well-Being Advertising and society		Vilnius University library
Recommended reading				
Erika Franklin Fowler, Michael M. Franz, Travis N. Ridout.	2016	Political Advertising in the United States		Vilnius University library

Shelly Rodgers (Editor), Esther Thorson	2012	Advertising Theory		Vilnius University library
---	------	--------------------	--	----------------------------