



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Advertising Creativity and Strategy								
1.2. Study Programme	Communication Management professional undergraduate study programme								
1.3. Course Short Name	KSOGL	1.7. Year of Study	Third						
1.4. Course Code	CM19135	1.8. Semester	Fifth/ Winter						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays- According to published schedule
Course Structure	Hours								
Lectures	15								
Exercises	15								

2. TEACHING STAFF

2.1. Lecturer in Charge	Ivan Pakozdi	2.6. Course Associates	Anita Šulentić
2.2. Academic Rank	MA	2.7. Academic Rank	MA
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	Assistant
2.4. Contact e-mail	ivan.pakozdi@bernays.hr	2.9. Contact e-mail	anita.sulentic@bernays.hr
2.5. Consultations	According to the published schedule	2.10. Consultations	According to the published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of this course is to provide students with practical and theoretical knowledge and the acquisition of specialised skills and abilities in designing creative and advertising strategies in the field of marketing communications. Advertising is scrutinized as one of the most important elements of integrated marketing communications programs and as a tool for creating a mental image or association and positioning a brand in the minds of consumers. The course introduces students to an advertising strategy based on several factors, including identifying the target audience, key issue or topic of advertising, defining a key idea, and creating and positioning an advertising message. Students will learn that an advertisement message is a creative way of communicating a message about a product or service in order to solve a specific
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	problem and meet needs and achieve certain promotional goals. In conclusion, students will learn to develop a media plan as an integral part of their advertising strategy.
3.2. Enrolment Criteria	There are no specific conditions for enrolment in this course.
3.3. Learning Outcomes	<p>LO1: Explain the types, forms, goals and functions of advertising process, indicators and elements of creativity in advertising.</p> <p>LO2: Describe the processes of advertising management, determining the advertising budget, and how to use the strategy and planning of mix media and advertising aids.</p> <p>LO3: Explain the elements of advertising strategy and the economic effects of advertising.</p> <p>LO4 Analyse practical examples of the different types and forms of advertisements and ad campaigns.</p>
3.4. Course Content	<ol style="list-style-type: none"> 1. Indicators of creativity in advertising. Creative Interpretation. The semiotic meanings of creative ad solutions. 2. Creative Advertising Criteria. Creative teams. The process of creating a creative message. Creative brief. Creativity as a cognitive process. 3. Advertising Features. Types and subtypes of ads by goals, advertising channels, and ad distribution. Advertising in the consumer market and in the business consumption market. 4. Resonant dimension and strategic relevance dimension in advertising. Advertising standards. 5. Advertising in media. Mass media vs. digital media. Advertisers in the middle. Advantages and disadvantages of specific media. How advertisers choose what media/type and brand they will join up with. Which advertisers do media/type and brand want on the air? In which ways do commercial clients advertise in primary mass media (radio print, television)? Apart from radio, television and print, businesses can advertise in the convergent multimedia also on websites, mobile applications, social networks. Outdoor media events with commercial clients – media as an agency for event organisation. What do advertisers get? After movie with logo or commercial for the client. Photo gallery branding. Case analysis of sponsored shows on television – product placement (visible or hidden). Product placement in movies. Media strategies. Planning a media mix. Media mix choice and its advantages. The weight of the ad, the overall impressions/valuation of the total perception. Hypothesis about three exposures. Efficiency index – the rule of thumb. 6. Inputs in the creative process. Research, incubation, illumination. The development of creative strategy and the definition of alternative creative strategy. Additional advertising tools. Examples of outdoor advertising. Advantages and disadvantages. Journalistic vs. advertisement ethic. Ethical questions and advertiser manipulation. Advertiser and market communication codex. Limits? Stereotypes in advertising? Research results with example from magazines for young people. Advertisement directed at kids. Subliminal messages. Misleading advertisement. Using women as an object of communication. 7. Analysis and planning of large radio promotions. The development of media plan. Client. Product. Advertising theme. Target audience. Choosing a radio station. Budgeting. Brainstorming and creating an idea, mechanisms and applying in air, web and social media. Preparing content for every channel, slogans, logos, communication and targeting prize games. Finding all the steps on an already existing radio promotion from the client, agency and media perspective – we will cover the processes of every participant. Advertisement models – MECCAS and DAGMAR.



8. Encouraging emotions of consumers. Advertising appeals in strategic messages. Types of appeals, connecting appeals with motives. Consumer motives. Advertisement phases – what works with specific audience? Internet usage as the main advertising channel. Cross cultural marketing.

9. Analysing student advertiser messages on the basis of their knowledge of the advertising process.

3.5. Types of Class Activities

X	Lectures	X	Exercises		Field Trips		Multimedia and Network	X	Mentored Paper
	Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.

3.6. Course Language

Croatian Language

3.7. Student Obligations

Independent analysis of advertising campaigns.

A requirement for the professor's signature is sufficient class attendance.

3.8. Monitoring Student Work and ECTS

1	Class Attendance		Written Exam		Seminar Paper	2	Preliminary Exam(s)	1	Project
	Activities in Class		Oral Exam		Research		Essay		Misc.

3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class attendance and class participation	5
2. 1 st Preliminary exam	30
3. 2 nd Preliminary exam	30
4. Advertisement campaign analysis	35
Total Points	100

3.10. Obligatory Literature

- Kesić T.: *Integrirana marketinška komunikacija*, Opinio, Zagreb, 2003. (izabrana poglavlja: str.185 - 366.; str. 461 - 470; str. 589 – 599)
- Dlačić, J., Ribarić, I., Barna, M. (2016). Pobuđivanje emocija kod potrošača: utjecaj kategorije proizvoda. *Ekonomska misao i praksa*, (1), 47-72.
- Bašić, M., Đurđević, D. (2017). Utjecaj komparativnog oglašavanja na stratešku adaptivnost marki stranih proizvođača u Republici Hrvatskoj. *Zbornik Ekonomskog fakulteta u Zagrebu*, 15(1),75-92.

3.11. Supplementary Literature

- Previšić J., Ozretić Došen Đ. (2004). *Marketing*. Adverta, Zagreb.
- Belch G. E., Belch M. A. (2004.) *Advertising and Promotion – and Integrated Marketing Communications Perspective*. McGraw Hill Irwin, Boston
- Mihić, M. (2010). *Kroskulturalno ponašanje potrošača i marketinška komunikacija*. Ekonomski fakultet Split (izabrane stranice 15-192)
- Milas, G. (2007). *Psihologija marketinga*. Target d.o.o. Zagreb
- Oroz Štancl, I. (2014.) Prikriveno oglašavanje u crtanim filmovima. *Medijske studije*, 5 (9). 76-90.
- Muškinja, A. i First Komen, I. (2013.) Kruške i jabuke prikrivenog oglašavanja: razlučivanje i terminološko određenje korištenja marki u programskim sadržajima. *Market-Tržište*, 25(1), 51-62.

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**3.12. Quality
Monitoring
Methods**

Observations and evaluation of teaching; student questionnaires



komunikacije



turizam



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