

Course unit title:	Advertising and Public Relations										
Course unit code:	MKT 320										
Type of course unit:	Optional										
Level of course unit:	Bachelor (1st Cycle)										
Year of study:	3										
Semester when the unit is delivered:	1 or 2										
Number of ECTS credits allocated :	6										
Name of lecturer(s):	Ms. Maria Constantinou										
Learning outcomes of the course unit:	<ul style="list-style-type: none"> • Design and apply the processes of planning, implementing, and controlling advertising programmes. • Compare and determine the appropriate media for the right target audience. • Examine the relation of advertising and public relations to other marketing functions. • Manage an effective integrated advertising program. • Employ the right budgeting techniques for the promotional campaign. • Assess the importance of international advertising. 										
Mode of delivery:	Face-to-face										
Prerequisites:	None										
Recommended optional program components:	None										
Course contents:	This course aims to prepare students for the advertising world enabling them to formulate effective advertising plans that will fulfil their advertising objectives. In addition, the course provides students with an understanding of intercultural and international advertising. Throughout the course students will appreciate the critical input of public relations to an integrated advertising programme.										
Recommended and/or required reading:	<p>Textbook Lane, R., King, K., and Russel, T. (2008). <u>Kleppner's Advertising Procedure</u>. 17th ed. Prentice Hall.</p> <p>Recommended reading(s): Harris, T.L. and Whalen, P.T. (2006). <u>The Marketer's Guide to Public Relations in the 21st Century</u>. 1st ed. Thomson South-Western Learning.</p>										
Planned learning activities and teaching methods:	Through lectures, case study analysis and class discussion students are expected to enhance both the theoretical, as well as the applied knowledge on the advertising and public relations issues.										
Assessment methods and criteria:	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Oral Presentation</td> <td style="text-align: right;">4%</td> </tr> <tr> <td>Class Participation</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Assignment</td> <td style="text-align: right;">6%</td> </tr> <tr> <td>Midterm Examination</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">70%</td> </tr> </table>	Oral Presentation	4%	Class Participation	5%	Assignment	6%	Midterm Examination	15%	Final Examination	70%
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Language of instruction:	English										
Work placement(s):	No										