UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Complements of Markets and Publicity

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Complements of Markets and Publicity (V1024)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MÓNICA AMÂNCIO DA SILVA BORGES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Offer a complementary perspective on the concept of Advertising, with a special focus on the production of Advertising Campaigns.

15. Specific Objectives

To enable students to acquire knowledge about creative processes, in particular in the context of Advertising.

16. Skills to be acquired

Problem solving, meeting strategic objectives, good creative and communication skills.

17. Teaching Methodology

Theoretical-practical, with theoretical presentations and practical assignments.

18. Course Unit Program

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1. Understanding the Creative Process in Advertising
2. Exploring Creative Strategies in Advertising
3. Storytelling in Advertising
4. Digital Advertising Overview and Creative Approaches
5. Creativity in Print Media: Newspapers and Magazines
6. Creativity in Television Advertising
7. Creativity in Radio and Podcast Advertising
8. Creativity in Online Advertising: Websites and Internet
9. Creativity in Social Media Advertising
10. Creativity in Out-of-Home Advertising and Other Media Channels
11. Developing an Advertising Plan (recap)
12. Creating and Developing an Advertising Campaign
13. Campaign Analysis and Optimization

19. Assessment Methods

2 Continuous Assessment Tests + Practical Assignments(Advertising Campaign Development) + Class attendance and participation++ + Final Assessment Test

20. Didactic Resources

Recommended bibliography, case studies, practical exercises and different multimedia contents.

21. Sustainability Objectives

4. Ensure access to inclusive, quality and equitable education and promote lifelong learning opportunities for all

22. Keywords

Advertising
Promotion
Communication
Marketing
Creativity
Campaigns

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23. Main Bibliography

Author(s):	Kennteth E. Clow, Donald Baack		
Title:	Integrated Adversiting, Promotion, and Marketing Communications		
Edition:	8th	Year:	2017
Local:	USA		
Publisher:	Pearson		

Author(s):	George E. Belch, Michael A. Belch		
Title:	Advertising and Promotion: An Integrated Marketing Communications Perspective		
Edition:	12th	Year:	2020
Local:	USA		
Publisher:	McGraw-Hill		

Author(s):	Ze Zook, P.R. Smith		
Title:	Marketing Communications: Offline and Online Integration, Engagement and Analytics		
Edition:	6th	Year:	2016
Local:	London		
Publisher:	Kogan Page		

24. Complementary Bibliography

Author(s):	Terence A. Shimp		
Title:	Advertising, Promotion, and other aspects of Integrated Marketing Communications		
Edition:	10th	Year:	2017
Local:	USA		
Publisher:	Thomson/South-Western College Publications		

Author(s):	Gabriela Fiates		
Title:	Criatividade e Desenvolvimento de Novos Conceitos		
Edition:		Year:	2014
Local:			
Publisher:	Dept. Ciências da Administração (UFSC)		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'COMPLEMENTOS DE PUBLICIDADE E MERCADOS': Academic Year 2023/2024
Autor / Author	Prof. Doutora MÓNICA AMÂNCIO DA SILVA BORGES
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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