



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Option: Publicity

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

BUSINESS MANAGEMENT

3. Cycle

2nd

4. Course Unit

Option: Publicity (70212)

5. Scientific Area

6. Curricular Year

1st

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 15,00

Tutorial Guidance: 20,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Understand the role of Communication in general and Advertising in particular, in the Commercial and Institutional context.

15. Specific Objectives

Understand the advertising creation process;

Understand the media selection process;

Understand the audience perception mechanisms;

Understand the effectiveness and efficiency indicators of Advertising;

Understand how the advertising sector is organized.

16. Skills to be acquired

At the end of the semester, students will be able to:

1. Prepare advertising briefings taking into account the Strategy or Marketing objectives and the available budget;

2. Design advertising campaigns, both in terms of creative aspects and in terms of selecting the means of dissemination;

3. Select creative and media agencies.

17. Teaching Methodology



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Some of the classes will be expository with the support of audiovisual media, in which the teacher interpellates the students and creates an environment for reflection and discussion of cases. One of the assessment elements will be a campaign proposal in which part of the work will be developed in class with the teacher's supervision.

18. Course Unit Program

1. Advertising: definition and legal framework;
2. Historical evolution of Advertising in the world and in Portugal;
3. Social, ethical and economic aspects of Advertising. Actuation mechanisms;
4. Advertising agencies and other organizations;
5. Advertising Plan and Advertising Campaign (standard campaigns, message, creative process, creative strategy, advertising, media language, types of media, media planning, budget)

19. Assessment Methods

Participation and discussion in class, individual and group work

20. Didactic Resources

Classroom and multimedia material

21. Sustainability Objectives

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

22. Keywords

Marketing
Advertising
Planning
Communication



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23. Main Bibliography

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): William Arens, Michael Weigold, Christian Arens
Title: Contemporary Advertising and Integrated marketing Communications
Edition: Year: 2012
Local:
Publisher: McGraw-Hill

Author(s):
Title:
Edition: Year:
Local:
Publisher:

24. Complementary Bibliography

Author(s):
Title:
Edition: Year:
Local:
Publisher:

Author(s):
Title:
Edition: Year:
Local:
Publisher:



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'OPÇÃO: PUBLICIDADE': Academic Year 2024/2025
Autor / Author	Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
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