



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Markets and Publicity

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Markets and Publicity (V1013)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

2nd 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

Learning Marketing Communication and Advertising concepts and techniques.

15. Specific Objectives

The aim is for students to acquire a fundamental knowledge of the concepts and techniques of Marketing Communication and Advertising, as well as knowledge of creative processes in the context of Advertising.

16. Skills to be acquired

Develop skills that will enable them to create a briefing on an advertising campaign for a communications agency; design and implement an advertising plan; design creative advertisements.

17. Teaching Methodology

Theoretical-practical, with theoretical lectures, practical exercises, case studies and visualization of advertisements.

18. Course Unit Program



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1. Integrated Marketing communications
2. Overview of advertising
3. Advertising models and theories
4. Advertising strategies
5. Basic advertising principles
6. Understanding the creative process in advertising
7. Exploring creative strategies in advertising
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 the Internet
9. Creativity in social media advertising
10. Creativity in out-of-home advertising and other communication channels
11. Advertising plan; SOSTAC methodology;
12. Creating and developing an advertising campaign
13. Campaign analysis and optimization

19. Assessment Methods

2 written assessment tests + practical exercises and class participation + group work: writing a brief for a communications agency and designing an advertising campaign.

20. Didactic Resources

Slides provided by the teacher, 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

Marketing
Advertising
Communication
Creativity
Advertising campaigns



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23. Main Bibliography

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

Author(s): George E. Belch, Michael E. Belch
Title: Advertising and Promotion: An Integrated Marketing Communications
Edition: 12a Year: 2020
Local: New York
Publisher: Mc Graw-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)- Disponível online



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PUBLICIDADE E MERCADOS': Academic Year 2024/2025
Autor / Author	Prof. Doutora MÓNICA AMÂNCIO DA SILVA BORGES
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
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