



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Markets and Publicity

Academic Year 2026/2027

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

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

Prof. Doutora VANDA NOÉMI VERÉB

11. Regent

Prof. Doutora MÓNICA MONTES MENDES ROCHA FERREIRA

12. Assistants

13. Teaching Language

Português

14. General Objectives

Understand advertising as a strategic marketing tool and an economic, social, cultural and creative phenomenon. Examine its relationship with markets, brands, consumers and competition. Integrate strategy, creativity, campaign planning and evaluation while fostering a critical perspective on the ethical, technological, social and environmental challenges of advertising communication.

15. Specific Objectives

Characterise markets and analyse consumers; apply segmentation, targeting and positioning; understand the creative process from brief to idea; develop creative strategies and storytelling narratives; adapt messages to different media; design an advertising plan and campaign; define performance indicators, analyse results and suggest improvements; assess campaigns against strategic, creative, ethical and sustainability criteria.

16. Skills to be acquired

Strategic analysis of markets, brands and target audiences; knowledge of advertising fundamentals; critical and creative thinking; campaign planning and evaluation; storytelling and persuasive copywriting; adaptation of content to different media; campaign development, presentation and defence; interpretation of metrics and performance optimisation; written and oral communication, teamwork, and ethical, social and environmental responsibility.



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17. Teaching Methodology

A theory-and-practice approach combining conceptual lectures, critical analysis of national and international campaigns, case studies and guided discussion. Activities include individual and group exercises, simulated briefs, creative techniques, developing materials for different media, and progressive campaign design. Active learning, collaboration, debate, and the presentation and defence of proposals are encouraged.

18. Course Unit Program

1. Advertising, marketing and markets: concept, evolution, functions and role in the marketing mix and integrated communications; distinctions from other communication practices; brands, competition and value creation.
2. Markets, segmentation and consumers: market types and dynamics; segmentation criteria, targeting, positioning, purchasing behaviour, motivations and consumer trends.
3. Creative process: brief, communication problem, consumer insight, brand promise, value proposition, reason why, creative concept and strategic alignment.
4. Creative strategies: rational, emotional, symbolic and humorous appeals; differentiation, demonstration, testimonials, comparison, association, tone and brand personality.
5. Storytelling: narrative structure, characters, conflict, emotion, resolution, brand narratives and adaptation to different formats.
6. Digital advertising: media transformation, websites, search, video and social media; digital formats, personalisation, data, interactivity, attention, credibility and privacy.
7. Print advertising: newspapers and magazines; integration of images, text, layout, visual hierarchy, headlines, slogans and calls to action.
8. Television: audiovisual language, scripts, sound, pacing, editing, dramatisation, emotional impact and commercial analysis.
9. Radio and podcasts: voice, music, sound effects, silence, audio copywriting and listening contexts.
10. Online advertising: websites, banners, landing pages, interactive formats, user experience, conversion, testing and metrics.
11. Social media: organic and paid content, stories, reels, short videos, carousels, live streams, influencers, communities and engagement.
12. Out-of-home and other channels: billboards, street furniture, transport, proximity advertising, brand experiences, guerrilla marketing and omnichannel communication.
13. Advertising plan: market and competitor analysis, target audiences, objectives, positioning, messages, creative strategy, media selection, scheduling, budget and indicators.
14. Advertising campaign: creative concept, core message, materials for different media, visual and verbal consistency, presentation and defence.
15. Analysis and optimisation: effectiveness, reach, frequency, awareness, engagement, clicks, conversions, sales, return on investment and continuous improvement.

19. Assessment Methods

Individual written test; group project?advertising plan and campaign; oral presentation and defence of the campaign, assessing rationale and argumentation; class participation; practical exercises; and campaign analysis.



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20. Didactic Resources

National and international advertising campaigns for analysis; case studies; simulated briefs; examples of print ads, television commercials, radio and podcast ads, digital content, social media, and out-of-home advertising; practical exercises and materials to support the development, presentation, and evaluation of advertising plans and campaigns.

21. Sustainability Objectives

SDG 4: Develops critical thinking, creativity and advertising skills. SDG 5: Promotes gender equality and challenges stereotypes. SDG 8: Prepares students for the labour market and enhances competitiveness. SDG 9: Addresses innovation, digitalisation and AI. SDG 10: Encourages inclusive communication. SDG 12: Promotes responsible consumption and tackles greenwashing. SDG 13: Raises awareness of sustainability and climate action. SDG 16: Reinforces ethics, transparency and consumer rights.

22. Keywords

Advertising
Marketing
Markets
Consumer behaviour
Segmentation
Positioning
Creative strategy
S



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23. Main Bibliography

Author(s): Belch, G. E., & Belch, M. A.
Title: Advertising and promotion: An integrated marketing communications perspective
Edition: 13th Year: 2024
Local:
Publisher: McGraw-Hill
ISBN Code: 9781266090608

Author(s): Clow, K. E., & Baack, D.
Title: Integrated advertising, promotion, and marketing communications
Edition: 9th Year: 2022
Local:
Publisher: Pearson
ISBN Code: 9781292411217

Author(s): Altstiel, T., Grow, J. M., Augustine, D., & Jenkins, J. L.
Title: Advertising creative: Strategy, copy, and design
Edition: 6th Year: 2022
Local:
Publisher: SAGE Publications.
ISBN Code: 9781071846650

24. Complementary Bibliography

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

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



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PUBLICIDADE E MERCADOS': Academic Year 2026/2027
Autor / Author	Prof. Doutora VANDA NOÉMI VERÉB
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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