



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Complements of 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

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 CHEROUK AMR ABDELHAKIM YASSIN

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The course offers a complementary perspective on the concept of Advertising, with a special focus on the production of Advertising Campaigns.

15. Specific Objectives

The Course allows the students to acquire knowledge about how to be creative, especially in context of Advertising.

16. Skills to be acquired

Problem solving, achievement of strategic objectives, enhance creativity and communication skills.

17. Teaching Methodology

Theoretical-practical, with theoretical expositions and practical work.

18. Course Unit Program



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1. Understand the creative process in advertising
2. Explore creative advertising strategies
3. Storytelling in advertising
4. Digital Advertising Overview and Creative Approaches
5. Creativity in printed 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. Development of an advertising plan (recap)
12. Creation and development of an advertising campaign
13. Campaign analysis and optimization

19. Assessment Methods

2 Continuous Assessment Tests + Practical Activities (Campaign Development Advertising) + Class attendance + Final Assessment

20. Didactic Resources

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

21. Sustainability Objectives

4. Guarantee access to inclusive, quality and equitable education, and promote opportunities lifelong learning 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):
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 'COMPLEMENTOS DE PUBLICIDADE E MERCADOS': Academic Year 2024/2025
Autor / Author	Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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