UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Complements of Markets and Publicity

Academic Year 2025/2026

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

Develop integrated advertising campaigns.
Apply creative strategies across different media.
Analyze the effectiveness of Advertising campaigns.
Plan media and adapt messages to different audiences and channels.

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

Multimedia projection, analysis of real campaigns, editing software, and Moodle platform.

21. Sustainability Objectives

The UC contributes to the following SDGs:
SDG 4: Quality Education, by promoting critical and ethical skills applied to the Advertising;
SDG 8: Decent Work and Economic Growth: by promoting critical reflection on the role of advertising and markets in creating inclusive economic models;
SDG 12: Responsible Consumption and Production: by emphasizing the importance of ethical communication, reducing excessive consumption, and promoting sustainable behaviors.

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):	Luttrell, R., Emerick, S. F., & Wallace, A. A.		
Title:	Digital strategies: Data-driven public relations, marketing, and advertising..		
Edition:	1	Year:	2022
Local:	UK		
Publisher:	Oxford University Press		

24. Complementary Bibliography

Author(s):	Robin Landa		
Title:	Advertising by design: generating and designing creative ideas across media.		
Edition:	4th	Year:	2021
Local:	USA		
Publisher:	John Wiley & Sons.		

Author(s):	Cherouk Amr Yassin and Ahmed		
Title:	The Influence of Ducoff's Advertising Value Model on Health Care Service Quality Perception		
Edition:	9 (2)	Year:	2022
Local:			
Publisher:	European Centre for Research, Training and Development (ECRTD)		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'COMPLEMENTOS DE PUBLICIDADE E MERCADOS': Academic Year 2025/2026
Autor / Author	Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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