



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Complements of 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

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

The Regulations for the Assessment of Knowledge and Skills currently in force will apply. Continuous assessment must include oral contributions distributed throughout the teaching period and a final written test, and may also include practical activities, namely the development of an advertising campaign, and a midterm written test, as specified in the respective Continuous Assessment Plan.

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
ISBN Code:

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
ISBN Code:

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
ISBN Code:

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.
ISBN Code:

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:



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Ficha técnica MIP / MIP Datasheet	
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