

COURSE OUTLINE

1. GENERAL INFORMATION

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|---|---|------------------------------|----------------|
| FACULTY | ECONOMY AND MANAGEMENT | | |
| DEPARTMENT | ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE CODE | 1605-210303 | SEMESTER | 3rd |
| TITLE | Communication Mix & Advertising | | |
| Autonomous Teaching Activities | | WEEKLY TEACHING HOURS | CREDITS |
| AUTONOMOUS | | 3 | 5 |
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| COURSE TYPE | GENERAL BACKGROUND | | |
| PREREQUISITE COURSES | NONE | | |
| TEACHING LANGUAGE | GREEK - ENGLISH | | |
| COURSE OFFERED TO ERASMUS STUDENTS | YES | | |
| COURSE WEBPAGE (URL) | | | |

2. LEARNING OUTCOMES

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| Learning outcomes |
| <p>The course aims to describe the basic terms of Marketing through communication and advertising to young students entering the scientific field of the department. It explains the functions and the relationship between the terms, communication, and advertising. Perceptually separates these 2 terms. It delimits every scientific field. It enables students to acquire the basic skills in the use of communication through marketing tactics and rules in all market categories. Also, it provides students with the appropriate knowledge in real business case studies applications as well as the advantages of new markets in communication and advertising.</p> <p>Students, after the course, will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE - identify and identify the categories of ads - describe the basic functions of communications - identify the types of ads and identify the main types of consumers - customers according to each market. The goal is to understand the terms and purposes of effective advertising. To know all the parts of creating an ad and to identify the communication benefits as well as the communication errors. 2. UNDERSTANDING- get acquainted with work in a business but also, with the science of Marketing, as well as to understand its basic structure. 3. APPLICATION - discover the practice of effective advertising and its functions in the market. 4. ANALYSIS - understand the common goal and the market in which they should analyze |

and be active in it through advertising and communication.

5. COMPOSITION - compose the ratings of the ad and its divisions in a business and respond to their diversity depending on the markets and business data.

6. EVALUATION - evaluate the basic characteristics of the market systems - evaluate the advantages offered by the previous business moves through case studies - evaluate the operation of the companies and the markets in which they may hold a business or an advisory role as Advertisers and Communicators.

General Skills

At the end of the course, the student will be able to analyze and synthesize the data of advertisements and communication and to adapt his research and goals accordingly and in each case to new situations of the business markets. It will be able to use technology to support the management work of a company (presentation) or an organization and to analyze and synthesize data and information related to the science of communication and advertising through computers.

The result of teaching will be the fact of making the right decisions, working in an international environment, and demonstrating professional and ethical involvement in the field of advertising and communication.

3. COURSE CONTENT

Theory

1. How integrated communication campaigns are designed and implemented - THE DEVELOPMENT OF ADVERTISING

2. THE ENVIRONMENT OF ADVERTISING

3. Entrepreneurship & Advertising

4. Segmentation, Targeting, and Marketing Mix

5. Marketing, Advertising, and IMC Plan

6. Creative Performance: Art and Text

7. Printed Advertising

8. Analog, Subscriber and Satellite Media: Television and Radio

9. Digital Interactive Media

10. Outdoor Advertising, Direct Mail, and Promotional Products

11. Media design and purchase

12. Monitoring and Analysis of Case studies of Global Scale ads

13. Communication Body Language

14. Recurrence of Semester Funds

4. TEACHING AND LEARNING METHODS - ASSESSMENT

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|------------------------------|---|----------------------------------|
| TEACHING METHOD | FACE TO FACE and distance education with modern and asynchronous tools | |
| ICT USE | USE OF ICT - projector | |
| TEACHING ORGANIZATION | <i>Activities</i> | <i>Working Load per Semester</i> |
| | Lectures | 100 |
| | Seminars - Two-way communication and reflection with real cases studies. | 50 |
| | | |
| | Total | 150 |
| ASSESSMENT | <p>The language of assessment is Greek and may be English for foreign students (students from exchange programs).</p> <p>As a formative method of assessment is the elaboration of assignments (due to the difficulty of the language because the courses are taught in Greek) for foreign students which they submit on intermediate dates of the semester.</p> <p>For students who are normally taught the course in Greek, the way of examination is of multiple-choice questions.</p> <p>Written or online tests at the end of the semester may be used as a Concluding Assessment, which may include multiple-choice questions.</p> <p>The final grade is the sum of the formative and concluding assessments of the students.</p> <p>The evaluation criteria have to do on the one hand in the final examination in achieving the Learning Outcomes described above. For each L.O. the grade is distinguished next to the question and is known to the students.</p> <p>After the grades are issued, students can come to the teacher's office to see their writing.</p> <p>All the assessment questions are only from the chapters taught by the students and there are no judgment questions. As a result, each student automatically knows after the end of the course, the questions from the exam chapters and the correct answer.</p> | |

5. REFERENCES

- *Recommended reading: Effective Advertising, Arens William, Arens Christian, Avlonitis Georgios, Rossili Publications, ISBN 978-960-7745-38-5*

