

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-230604</b>	<b>SEMESTER</b>	<b>6th</b>
<b>TITLE</b>	<b>Planning and Organizing in Advertising Campaigns</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		5	5
<b>COURSE TYPE</b>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Students after the course will be able to:</p> <ol style="list-style-type: none"> <li>1. <b>KNOWLEDGE</b> - identify and identify ad categories - design ads - describe the basic functions of ads/communications - identify ad types and identify key consumer types according to each target market. The goal is to understand the terms and purposes of effective creative advertising. Also, the students need to know all the departments of creating an advertisement and its organization through the creation of texts-television-radio-social media, etc., to adopt communication methods and to determine the advertising benefits but also the communication errors.</li> <li>2. <b>UNDERSTANDING</b> - to distinguish the differences between ads - to distinguish the importance of effective advertising in the creative and design field - to explain and evaluate the various categories of categories in advertising - to evaluate and distinguish key elements of the system of creating a targeted ad - to distinguish advertising services in a market as well as to understand its basic structure.</li> <li>3. <b>APPLICATION</b> - to discover the practice of effective advertising and communication of Political Marketing and its functions in the targeted consumer market.</li> <li>4. <b>ANALYSIS</b> - to understand the common goal and the market in which they should analyze and be active in it through advertising and communication in the field of Marketing and be able to implement the selected advertising.</li> <li>5. <b>COMPOSITION</b> - to compose the ratings of advertising and design and their departments, in a business and to respond to their diversity depending on their markets and data.</li> </ol>

6. EVALUATION - to evaluate the basic characteristics of the market systems - to evaluate the advantages offered by the previous choices of the companies in the creative department through their case studies - to evaluate the operation of the companies in advertising and communication.

**General Skills**

- ✓ Search, analysis and synthesis of data and information, using the necessary technologies
- ✓ Adaptation to new situations
- ✓ Decision making
- ✓ Autonomous work
- ✓ Teamwork
- ✓ Work in an international environment

**3. COURSE CONTENT**

**Theory**

1. Advertising Campaign Strategy
2. Key Media Choice Factors I. Key Media Choice Factors II
4. Advertising Targets
5. SME selection planning - Internet advertising - Defining an Advertising Budget
6. The Advertising Strategy
7. Integrated Communication Marketing Strategy
8. Advertising Campaign Design & Organization
9. The role of OEMs in the Marketing process
10. The organization for advertising and promotion. Consumer behavior views
12. Monitoring and Analyzing Case Studies Advertising Design Worldwide
13. The communication process - The Message Source and Channel factors
14. Media planning and strategy - Direct Marketing - The means of support

**4. TEACHING AND LEARNING METHODS - ASSESSMENT**

<b>TEACHING METHOD</b>	Face to Face
<b>ICT USE</b>	ICT

TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Seminars - Two-way communication and reflection with real case studies	61
	Written Assignment	50
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT</b>	<p>The language of the 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>Students who are normally taught the course in the Greek language, are to be examined by multiple-choice questions and by the writing of an assignment. 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

### *-Suggested bibliography:*

- Advertising & Promotion - Integrated Marketing Communication, Belch & Belch, Jiola Publications, 10th Edition