Course Code	Course Type	Regular Semester	Lecture (hours/we ek)	Seminar (hours/we ek)	Lab. (hours/we ek)	Credits	ECTS	
COM 569	С	Fall	4.00	0.00	0.00	4.00	6.00	
				1				
Lecturer		Erlis Çela, Prof. Asoc. Dr.						
Assistant		Anisa Husaj, Msc						
Course language		Albanian						
Course level		Master						
	Description	This course prov advertising, as w be introduced to gives students th advertising and p addition to theor advertising and p	ell as other wa the basic con- ne opportunity promotion. The etical aspects,	ays of mass co cepts of integ to get acquai e course is con , also gain pra	ommunication rated communi inted with the inceived in suc	In this cours nication. The basic concep h a way that	se you wil course ots of students,	
	Objectives							
Core Concepts		Integrated marketing communication Promotions Brand image Brand positioning Planning and purchasing media space Consumer behavior Creativity						
ourse Outlin	ne							
Week		Торіс						
1	other forms o organizations marketing con introduction o "Advertising a Blakeman, Int	pts of advertising and promotion, background and key definitions. Advertising and of promotion are an integral part of the marketing process in most business and companies. Definitions and approaches on key concepts of integrated ommunication. Presentation of the literature and basic resources of the course, of the syllabus and the way of evaluation. George E. Belch; Michael A. Belch, and Promotion", Eleven Edition, McGraw-Hill Education, 2018 p.2-42 Robyn ntegrated Marketing Communications; Creative Strategy from Idea to tion, Third Edition, Rowman & Littlefield, 2018, p. 3-17						
2	audience. The customers. The Touch point re or its brands. George E. Bel	ction to integrated marketing communications strategy. IMC includes contacts with the e. There are additional ways for companies to communicate with current and potential ers. These ways extend beyond the traditional mix of promotion. Touch Point Perspective: wont refers to any opportunity the customer has to see or hear about the company and / ands. Concepts: Paid, Owned, Earned Media. Advantages and disadvantages of each. E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill on, 2018 p.10-68						
3	process and t program. Pres analysis. Iden target market	role of communication integrated in the marketing process. Understanding the marketing ess and the role of advertising and promotion in an organization's integrated marketing gram. Presentation of steps for marketing strategy. Opportunity analysis and competitiveness ysis. Identifying markets with unmet needs, defining market segmentation, selecting the et market, positioning through marketing strategies. George E. Belch; Michael A. Belch, vertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018 p. 42-66						
4	communication aspects of int and evaluation organizations Process. Geor	anization of advertising and promotion; the role of advertising agencies and other marketing imunication actors. Understanding how companies are organized for advertising and other ects of integrated marketing communication. Analysis of methods for selection, compensation evaluation of advertising agencies. The role and functioning of marketing communication anizations. Recognition with the participants in the Integrated Marketing Communication cess. George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, Graw-Hill Education, 2018 fq. 68-106						

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5	Consumer behavior can be defined as the process and set of activities that people engage in when they seek, select, purchase, use, evaluate, and disqualify products or services in order to meet their needs and desires. The decision to make a transaction (purchase) may be the result of a long and detailed process, which may include several stages, which conclude with the evaluation. Familiarity with the role that consumer behavior plays in the development and implementation of advertising and promotional programs. Recognition with various internal psychological processes, their impact on consumer decision-making, and implications for advertising and promotion. Examine different approaches to studying the consumer learning process and their implications for advertising and promotion. McGraw-Hill Education, 2018 p.
6	Focus on the importance and value of setting specific objectives for the promotion plan as well as understanding the role that objectives play in the IMC planning process and the relationship between promotion objectives and marketing objectives. The difference between sales and communication objectives. Familiarity with the problems faced by marketing professionals in defining the objectives of the IMC program. Analysis of the concept "Pyramid of communication effects". Defining advertising targets for measurable advertising results, according to the "Dagmar" model. George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018 p.
7	Planning and developing creative strategy in advertising and promotion. The role that creativity plays in advertising. Creative strategy development and the role of clients or agency staff involved in the creative process. Familiarity with the process that guides the creation of advertising messages and research data in the stages of the creative process. Examine the different approaches used to determine the great sales ideas that form the basis of an advertising campaign. "Young" model of the 5-step creative process and the 4-step process, by sociologist Graham Wallas. Concept of unique selling proposition (USP). George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018 p.
8	Midterm Exam
9	Strategy and planning of media. The main terminology used in media planning. Familiarity with the stages of designing a media plan. Media planning is a complex process. The development of alternative media, various social networking platforms, search engines and other opportunities offered by interactive media, make this process even more difficult. Media planning is the series of decisions taken when devising a promotional message to a potential buyer or existing user of a product or brand.George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018 p.
10	Direct marketing is a marketing system by which organizations communicate directly with target customers to generate a response or transaction. Familiarity with direct marketing and its role as a means of communication. For many companies and organizations, direct marketing is a key element in their IMC program. Identify strategies and tactics in using direct marketing. Comparative analysis to identify the advantages and disadvantages of direct marketing. George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018.
11	Advertising and promotion on the Internet and interactive media. What is the role of the internet and social media in an integrated marketing communication program. Discussion about the use of Web 1.0 and Web 2.0 media platforms in the IMC (Integrated Marketing Communication) process. Methods of evaluating effectiveness in relation to communication through the Internet and social media. Comparing the Advantages and Disadvantages of the Internet and Social Media. Ethical dilemmas related to the internet and social media and their use in integrated marketing communication programs and strategies. George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018.
12	Measuring the effectiveness of the promotional program. Evaluating and measuring the effectiveness of the advertising or promotion program or strategy is an essential element in the integrated marketing communication planning process. Research allows the marketing manager to evaluate the performance of specific elements of the program and to contribute to the analysis of the situation of the next period. Review the tools and processes available to evaluate the effectiveness of the promotional program. Familiarity with the limitations of current methods for measuring advertising effects. George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018

13	Ethical aspects of advertising and promotion. Advertising is a powerful instrument of communication and persuasion and has often been at the center of criticism regarding its social and economic impact. Marketing experts often have to make decisions about appropriate and responsible actions based on ethical and professional norms. Criticism of advertising has to do with the specific techniques and methods used, as well as its effect on social values, tastes, lifestyle and behavior. It is important to know the different perspectives on the ethics of advertising and promotion. Ethics is about the principles and moral values that regulate the actions and decisions of an individual or group. George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018			
14	One of the biggest developments in the business world over the last few decades has been the globalization of markets. The emergence of a largely borderless world has created a new reality for all types of companies. Advertising and promotion in the international context. Analyzing the role and importance of international marketing and promotion. Discussion on economic, cultural, legal, etc. factors in the international environment influence advertising and promotional decisions. Comparison between advertising in the international and local context. George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018 p.339-360			
15	Presentation of semester projects to students. Analysis of student research findings. Discussion on research trends and theoretical approaches to advertising and promotion George E. Belch; Michael A. Belch, "Advertising and Promotion", Eleven Edition, McGraw-Hill Education, 2018 p.339-360			
16	Final Exam			
P	rerequisites	The student must attend the course at a minimum rate of 75%.		
Literature		<ul> <li>Advertising and New Media, Christina Spurgeon, Routledge, 2008</li> <li>Advertising and Promotion, Chris Hackley, SAGE Publications, 2005</li> <li>Integrated Marketing Communications, David Pickton; Amanda Broderick, Second edition, Pearson Education, 2005</li> <li>Integrated Marketing Communications; Creative Strategy from Idea to Implementation, Robyn Blakeman, Third Edition, Roman &amp; Littlefield, 2018</li> <li>Advertising and Promotion, George E. Belch; Michael A. Belch, Eleven Edition, McGraw-Hill Education, 2018</li> </ul>		
	References			
Course Outco	me			
1	Në përfundim të kësaj lënde studentët do të jenë në gjendje të njohin teoritë dhe konceptet kryesore mbi reklamën dhe promocionin			
2	Studentët do të përvetësojnë njohuri mbi komunikimin e integruar dhe aplikimin e reklamës në përputhje me këtë koncept			
3	Studentët do të përfitojnë njohuri mbi sjelljen e konsumatorëve, procesin vendimmarrës te konsumatorët dhe hierarkinë e nevojave			
4	Studentët do të jenë në gjendje të hartojnë dhe zbatojnë planin e reklamës dhe promocionit			

Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	40
Quizzes		0	0
Projects		0	0
Term Projects		0	0
Laboratory		0	0
Class Participation		1	10
Total in-term evalu	lation percent		50
Final exam percent			50
Total			100
ECTS Workload (Based on Student Work	load)		1
		Duration	

Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	4	64
Study hours outside the classroom (Preparation, Practice, etc.)	14	4	56
Duties	0	0	0
Midterms	1	10	10
Final Exam	1	10	10
Other	0	0	0
Total Work Load	1	1	140
Total Work Load / 25 (hours)			
ECTS			