



eCAMPUS

ADVERTISING AND CREATIVITY IN CONSUMER SOCIETIES ECF2C06

Distance Learning Study Program

ADVERTISING AND CREATIVITY IN CONSUMER SOCIETIES

(5 ECTS)

COURSE DESCRIPTION

This course, “Advertising and creativity in consumer societies” introduces the theoretical framework of advertising and links the role of advertising to the broader marketing communications context. Specific topics include effective brainstorming, creativity, integrating marketing communication, identifying promotional opportunities, corporate and brand image, advertising management, advertising design, media selection, consumer promotions, and public relations.

OBJECTIVES

By the end of this course, you will be able to:

1. Understand the ways how communication through advertising influences behavior and persuades consumers
2. Discuss the role of the advertising agencies and their client relationships
3. Identify the correct placement in the marketing mix of an organization
4. Discuss budgeting decisions and planning for promotion
5. Research and prepare a profile of media habits for a given target market
6. Set promotional targets in real-life situations

LEARNING METHODS

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

ASSESSMENT AND EVALUATION

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

The assessment and evaluation in each distance learning course include detailed performance analytics and grades, given in %. In addition, each student will receive certification about study behavior analytics, including weekly study times, information about the study frequency, measured attendance, and total accumulated study time.

