DISCIPLINE DESCRIPTION

1. Information Regarding the Programme

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communication, Public Relations and Advertising
1.4 Field of Study	Communication Science
1.5 Level of Study	Master
1.6 Study Program / Qualification	Public Relations and Advertising, English Line of Study
1.7. Form of Education	Full time

2. Information About the Discipline

2.1. Discipline Title	**BTL Instruments**				Discipline Code	**UME5312**
2.2. Course Lecturer			Lector dr. Meda Mucundorfeanu			
2.3. Seminar Assistant			Lector dr. Meda Mucundorfeanu			
2.4. Year of Study	III	2.5. Semester	III	2.6. Evaluation Type	E	2.7. Discipline Type	Content	DS
							Compulsoriness	DO

3. Total estimated time (hours of didactic activities per semester)

3.1. Number of Hours Per Week – Full Time Studies	3	of which: 3.2 course	2	3.3. seminar/laboratory/ project	1
3.4. Number of Credits	7				

4. Prerequisites (where applicable)

4.1. based on the curriculum	
4.2. based on competences	

5. Conditions (where applicable)

5.1. for the course	
5.2. for the seminar/laboratory	

6. Accumulated Specific Competencies

Professional competencies	• Identifying the fundamental BTL elements • Using different kinds of advertising strategies • Competencies in the field of media communication • Creating advertising campaignsU
Transversal competencies	CT1 – A realistic approach - both theoretical and practical – towards complex professional situations and addressing them in an efficient and deontological manner CT2 – Effectively applying working techniques and fulfilling certain tasks at different hierarchical levels

7. Discipline Objectives (from the accumulated competencies grid)

7.1. General Objective	By attending this course, students will acquire basic knowledge about BTL advertising campaigns.
7.2. Specific Objectives	Using a specialized professional language;

	Developing critical thinking and analytical abilities for performing specialized studies in the field of media promotion; The use of new information and communication technologies, including new media; Describing and addressing different types of target audiences.

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction to ATL Advertising	Oral presentation and discussions	
2. Introduction to BTL and TTL Advertising	Oral presentation and discussions	
3. Sponsoring	Oral presentation and discussions	
4. Direct Marketing	Oral presentation and discussions	
5. Sales Promotion	Oral presentation and discussions	
6. Product Placement	Oral presentation and discussions	
7. Product Displacement, Reverse Product Placement	Oral presentation and discussions	
8. Augmented Reality, Virtual Reality	Oral presentation and discussions	
9. Guerilla and Ambush Advertising	Oral presentation and discussions	
10. Comparative Advertising and Subliminal Advertising	Oral presentation and discussions	
11. New Ways of Promotion: Online Platforms 1	Oral presentation and discussions	
12. New Ways of Promotion: Online Platforms 2	Oral presentation and discussions	
13. New Ways of Promotion: Online Platforms 3	Oral presentation and discussions	
14. Recapitulation	Discussions	

Bibliography:

1. Balaban, Delia Cristina, Publicitatea de la planificarea strategică la implementarea media, Polirom, Iași, 2009.
2. Dan Petre, Mihaela Nicola. Introducere în publicitate, Editura Comunicare.ro, București, 2009 (capitolele: Strategia și planificarea în publicitate, Creația în publicitate, Marketingul direct, Promovarea vânzărilor, Relațiile publice în publicitate)
3. Petre, Dan și Dragoș Iliescu, *Psihologia reclamei*, comunicare.ro, 2006
4. Kloss, Ingomar (2000): *Werbung. Lehr-, Studien und Nachschlagewerk*, R. Oldenbourg Verlag, München Wien;
5. Levinson, Jay Conrad (1996): *Guerilla Advertising*, Business Tech International Press, București;

8.2 Seminar / laboratory	Teaching methods	Observations
1. Introduction to ATL Advertising	Class discussions & exercises	
2. Introduction to BTL and TTL Advertising	Class discussions & exercises	
3. Creating Campaigns by using Sponsoring	Class discussions & role-play	
4. Creating Campaigns by using Direct Marketing	Class discussions & exercises	
5. Creating Campaigns by using Sales Promotion	Class discussions & exercises	
6. Creating Campaigns by using Product Placement	Class discussions & exercises	
7. Creating Campaigns by using Product Displacement	Class discussions & exercises	
8. Creating Campaigns by using Augmented Reality	Class discussions & exercises	
9. Creating Campaigns by using Guerilla Advertising	Class discussions & exercises	
10. Creating Campaigns by using Comparative Advertising	Class discussions & exercises	
11. Creating Campaigns by using online platforms 1	Class discussions & exercises	
12. Creating Campaigns by using online platforms 2	Class discussions & exercises	
13. Creating Campaigns by using online platforms 3	Class discussions & exercises	
14. Recapitulation	Discussions	

Bibliography:

1. Parente, Donald (2014): Advertising Campaign Strategy, Cengage Learning, USA.

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

10. . Evaluation

Type of activity	10.1 Evaluation Criteria	10.2 Evaluation Methods	10.3 Weight in Final Mark
10.4. Course			
10.5. Seminar/ Laboratory	Evaluation of the acquired knowledge and the use of the specific terminology	Activities in class	100%

10.6. Minimum Performance Standard

At the end of the course, students should be familiarized with the specific terminology, such as: sponsoring, direct marketing, product placement, sales promotion. They should also be able to create advertising campaigns, using the ATL as well as the BTL and the TTL instruments. A final mark of at least 5 (five) is required to complete this discipline.

Course Lecturer, name surname and signature
Meda Mucundorfeanu

Date: Prof. univ. dr. Ioan Hosu, Head of DCRPP,

05.04.2018   ....