

## 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	<b>Advertising</b>			Discipline Code	<b>UME5103</b>			
2.2. Course Lecturer	Assoc. Prof. Mirela Abrudan PhD							
2.3. Seminar Assistant	Assoc. Prof. Mirela Abrudan PhD							
2.4. Year of Study	I	2.5. Semester	I	2.6. Evaluation Type	E	2.7. Discipline Type	Content	DS
							Compulsorines	DO

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

3.1. Number of Hours Per Week – Full Time Studies	<b>3</b>	of which: 3.2 course	<b>2</b>	3.3. seminar/laboratory/ project	<b>1</b>
3.4. Number of Credits	<b>6</b>				

### 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

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>• Defining advertising and other theoretic concepts in the field</li> <li>• Explaining the importance of advertising in marketing processes</li> <li>• Analyzing and creating advertising strategies and campaigns</li> <li>• Developing the capacity of creating projects in the field of advertising</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• Communication skills</li> <li>• Creativity skills</li> <li>• Critical thinking</li> <li>• Capacity of debating and on presenting arguments</li> <li>• Capacity of predicting</li> <li>• Capacity of analysis</li> </ul>

### 7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> <li>• By attending this course, students will acquire basic knowledge about advertising, such as marketing mix, advertising mix, the concept of positioning and image, above the line and below the line advertising tools. Using this knowledge, they will familiarize with the development flow of the advertising product, from the client's demand to the actual production.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Understanding the concept of advertising</li> </ul>

	<ul style="list-style-type: none"> <li>• Acquirement of detailed knowledge about the history and evolution of advertising</li> <li>• Understanding the decisional processes in the field of advertising</li> <li>• Acquirement and ability of analysing theoretic concepts from the field of advertising</li> <li>• Ability of understanding, arguing, discussing current issues in the field of advertising</li> <li>• Understanding the concept of advertising agency</li> <li>• Analyzing and creating campaigns in the field of advertising</li> <li>• Learning to design an empirical research in the domain of advertising</li> </ul>
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## 8. Contents

8.1 Course	Teaching methods	Observations
1. History and evolution of advertising	Oral presentation and discussions	
2. Advertising and marketing. Marketing mix. Advertising types and functions	Oral presentation and discussions	
3. Image concept	Oral presentation and discussions	
4. Positioning concept	Oral presentation and discussions	
5. Advertising planning	Oral presentation and discussions	
6. Advertising strategy	Oral presentation and discussions	
7. Creativity in advertising	Oral presentation and discussions	
8. Media planning	Oral presentation and discussions	
9. Specifics of advertising vehicles: billboard, press commercials	Oral presentation and discussions	
10. Radio and TV commercials	Oral presentation and discussions	
11. Online advertising	Oral presentation and discussions	
12. Outdoor advertising	Oral presentation and discussions	
13. Below the line advertising	Oral presentation and discussions	
14. Final recapitulation	Oral presentation and discussions	

### **Bibliography:**

Arens, William/ Schaefer, David/ Weigold, Michael (2011): M: Advertising, McGraw-Hill/Irwin, 1 edition.

Balaban, Delia Cristina (2005): Comunicare publicitară, Accent, Cluj-Napoca.

Balaban, Delia Cristina/Abrudan, Mirela (2008): Tendinte în Relații Publice și Publicitate. Planificare strategică și instrumente de comunicare, Tritonic, București.

Balaban, Delia Cristina (2009): Publicitatea. De la planificarea strategică la implementarea media, Polirom, Iași.

Belch, George/ Belch, Michael (2011): Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill/Irwin, 1 edition.

Kloss, Ingomar (2000): Werbung. Lehr-, Studien und Nachschlagewerk, R. Oldenbourg Verlag, München Wien.

Kotler, Philip/ Kevin L. Keller (2009): Marketing Management, 13th edition, Pearson Prentice Hall.

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Russel, Thomas/ Lane, Ronald (2002): Manual de publicitate, Editura Teora.

Smith, Paul R./ Taylor, Jonathan (2004): Marketing Communications: An Integrated Approach, 4th. Edition, Kogan Page, London & Sterling, VA.

8.2 Seminar / laboratory	Teaching methods	Observations
1. An introduction to the seminar's requirements	Class discussions & fieldwork debriefing	
2. Advertising and society: evolution, necessity and cultural diversity – debate	Class discussions & fieldwork debriefing	
3. Marketing tools: advertising <i>versus</i> public relations – debate	Class discussions & fieldwork debriefing	
4. ATL versus BTL – debate and case studies	Class discussions & fieldwork debriefing	
5. Advertising <i>versus</i> manipulation	Class discussions & fieldwork debriefing	
6. Positioning concept: analysis and creativity exercises	Class discussions & fieldwork debriefing	
7. Image concept: product, corporate and country image. Debate on image transfer, creativity exercises	Class discussions & fieldwork debriefing	
8. Strategy and creativity in advertising – case studies	Class discussions & fieldwork debriefing	
9. Briefing, copy strategy, story board – creativity exercises and case studies	Class discussions & fieldwork debriefing	
10. Advertising vehicles: press, radio, TV, Internet – case studies	Class discussions & fieldwork debriefing	
11. Outdoor advertising – case studies	Class discussions & fieldwork debriefing	
12. Discussions on specific projects' issues	Class discussions & fieldwork debriefing	
13. Projects' presentations	Class discussions & fieldwork debriefing	
14. Projects' presentations	Class discussions & fieldwork de briefing	

**Bibliography:**

Balaban, Delia Cristina/ Deac Mihai. Strategie și creativitate publicitară, Accent, Cluj-Napoca, 2007.

Balaban, Cristina Delia/ Rus, Flaviu Călin. Medien, PR und Werbung in Rumanien, Mittweida Hochschulverlag, Mittweida, 2008.

Cakim, Idil Miriam, Implementing Word of Mouth Marketing. Online Strategies to Identify Influencers, Craft Stories, and Draw Customers, John Wiley & Sons, Inc., Hoboken, New Jersey, 2010.

Dahlen, Micael, Sara Rosengren, Fredrik Torn, 'Advertising Creativity Matters', Journal of Advertising Research, September 2008.

Drewniany, Bonnie L., Jerome Jewler, Creative Strategy In Advertising, 9th Edition, Thomson Wadsworth, 2008.

Iliescu, Dragos, Dan Petre. Psihologia reclamei si a consumatorului. Psihologia consumatorului. Editura Comunicare.ro, 2010.

Joseph, Jim, The experience effect: engage your customers with a consistent and memorable brand experience, Amacom, 2010.

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Silverman, George, The secrets of word-of mouth marketing: how to trigger exponential sales through runaway word of mouth. Amacom. 2001.

Sutherland, Max and Alice K. Sylvester. De la publicitate la consumator. Ce “merge”, ce “nu merge” si mai ales de ce. Polirom 2008.

**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**

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**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Evaluation of the acquired knowledge and the use of the specific terminology	Written Examination	50%
10.5 Seminar/laboratory	Project		50%
10.6 Minimum performance standard			

Course Lecturer, name surname and signature  
Mirela Abrudan



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

Date:

September  
2017

