

## 23136 Principles of Advertising (8 ECTS credits)

### Description

This course provides a practical introduction to the advertising and promotion planning process in today's media environment, as well as gives insights into consumer responses to advertising stimuli. During the course, the students will focus on how to research, select, and buy advertising media. They will also create an advertising plan. Furthermore, the students decode print and video advertisements and analyze them to understand their influence on consumers. A fundamental understanding of the psychological effects of advertising stimuli on consumers, as well as advertising and promotion planning, is essential for any student who seeks a career in marketing, advertising, or communication.

### Learning Goals

You are acquainted with the basics of planning advertising and making communication channel choices and familiar with the strategical and tactical goals of advertising and how to critically assess these. You have basic knowledge of how advertising is used to influence consumer attitudes, emotions, and purchase decisions. You are able to identify, interpret and analyze the psychological influences that advertising stimuli have on consumers.

### After taking this course you will be able to

- identify the roles of different players in the advertising and marketing communication field
- identify the process steps in advertising planning, including briefing, budgeting, selling/purchasing, planning and scheduling
- plan advertising and marketing promotion and make basic budget decisions in media purchasing
- recognize different advertising characteristics and how they impact consumers
- evaluate consumer responses to advertising stimuli

### Workload

214 hours

14 hours in class

### Examiner/instructors

Examiner Johanna Gummerus, [johanna.gummerus@hanken.fi](mailto:johanna.gummerus@hanken.fi), +358 (0)40 3521 508

Instructor Gustav Medberg, [gustav.medberg@hanken.fi](mailto:gustav.medberg@hanken.fi), +358 (0)40 3521 514

### Office hours

By agreement in Teams

### Course homepage

The course homepage can be found in Moodle (<https://moodle.hanken.fi>). The enrolment key required is **PoA2023**.

### Course literature

Fennis, B. M. & Stroebe, W. (2016). *The psychology of advertising. Second Edition*. Oxon/New York: Routledge. Selected parts. ISBN: 978-0415442732

Katz, H. (2019). *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying*, 7th Edition. New York: Routledge. ISBN: 9781138352643

OR

Katz, H. (2022). *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying*, 8th Edition. New York: Routledge. ISBN: 9780367775568

### **Obligatory reading for Assignment 1:**

Okazaki, S. Mueller, B. & Taylor C.R. (2010), "Measuring soft-sell versus hard-sell advertising appeals", *Journal of Advertising* 39 (2), pp. 5-20.

Poels, K. & Dewitte, S (2019), "The Role of Emotions in Advertising: A Call to Action", *Journal of Advertising*, 48, pp. 81-90.

### **Additional reading (support for the assignments)**

Hoffman, D.L. & Fodor, M. (2010), "Can You Measure the ROI of Your Social Media Spending?", *MIT Sloan Management Review* 57 (1), pp. 41-49.

Danaher, P.J. & Rust, R.T. (1994), "Determining the optimal level of media spending", *Journal of Advertising Research* Jan-Feb, pp. 28-34.

### **Examination and grading**

Student performance in the course is assessed on individual as well as team level. To pass the course, students must receive minimum 50% of all course parts.

Quizzes	30 p (15 p required)
Team assignment 1	20 p (10 p required)
<u>Team assignment 2</u>	<u>50 p (25 p required)</u>
Total maximum	100 p (50 p required)

### **Additional information**

Students who have completed the earlier course **Psychology of Advertising (4 cr, course code 23082)** or **Advertising and Promotion Planning (4 cr, course code 23083)** cannot take this course.

Hanken has a strict policy on all forms of academic dishonesty. For more information, see: <https://www.hanken.fi/en/students/study-practicalities/rules-and-regulations/action-plan-against-academic-dishonesty>

You are allowed to use AI on this course to get an initial understanding of concepts. However, you need to carefully review any information generated by AI. It is very important that analyses, conclusions, and implications in your assignments are your own as they should be based on careful review of your data.

## Schedule (updates may occur)

<b>Principles of Advertising</b>				
		Instructor		
6.9. Introduction	12.30-14.00 Room 210	Johanna Gummerus & Gustav Medberg	Introduction to the course Introduction to the assignments	Start here working on Team assignment 1.
<b>Module 1: Advertising Psychology</b>				
8.9. Lecture 1	12.30-14.00 Room 210	Johanna Gummerus	How do consumers respond to advertising? Exploring emotional, cognitive, and behavioral reactions.	Fennis & Stroebe (2016) chapters 1-2.  Moodle Quiz I opens here.
<b>Deadline Moodle Quiz I on Lectures 1 and Fennis &amp; Stroebe chapters 1-3, 13.9. by midnight</b>				
13.9. Lecture 2	12.30-14.00 Room 210	Johanna Gummerus	Formation of consumer attitudes	Fennis & Stroebe (2016) chapter 4.
15.9.	No lecture		Work on Assignment 1	
20.9. Lecture 3	12.30-14.00 Room 210	Johanna Gummerus	Changing (extant) consumer attitudes and influencing behavior	Fennis & Stroebe (2016) chapters 5-6  Moodle Quiz II opens here.
<b>Deadline Moodle Quiz II (Lecture 2 and Fennis &amp; Stroebe chapters 4-6) 24.9. by midnight</b>				
22.9. Lecture 4	12.30-14.00 Room 210	Johanna Gummerus	How to change behaviour without changing attitudes & Contemporary issues in advertising	Fennis & Stroebe (2016) chapters 7-8  Moodle Quiz III opens here.
<b>Deadline Moodle Quiz III (Fennis &amp; Stroebe chapters 7-8) 29.9.2023 by midnight</b>				
<b>Deadline Team assignment 1 (submit through Moodle) 5.10.2023 by midnight</b>				
<b>Module 2: Advertising planning</b>				
29.9. Lecture 5	12.30-14.00 Room 210	Gustav Medberg	The role of media in marketing	Katz (2019) chapter 1-3
6.10. Lecture 6	12.30-14.00 Room 210	Gustav Medberg	Paid, owned, and earned media	Katz (2019) chapter 4-7
Guest lecture	Video	Sampo Axelsson, Un/known	Insights from advertising industry	<u><a href="#">View this video on Moodle by 13.10.</a></u>
13.10. Lecture 7	<b>10.15-11.45</b> Room 210	Gustav Medberg	Calculating and planning advertising	Katz (2019) chapter 8-9
20.10. Lecture 8	12.30-14.00 Room 210	Gustav Medberg	Buying and evaluating advertising	Katz (2019) chapter 10
<b>Deadline Team assignment 2 (submit through Moodle) 27.10.2023 by midnight</b>				