



EUROPEAN
SUMMER SCHOOL

COURSE SYLLABUS
ADVERTISING AND PR

SYLLABUS

Lecturer: William Pattison

Senior lecturer at UNYP and owner of Shogun Marketing

Mr Pattison is an excellent professional and academician with experience from both the USA and many European countries. He is running his own consultancy and marketing company, and he used to work for the company giant 3M. In almost 12 years of his lecturer career, he was responsible for Corporate Programs at the University of New York in Prague, Tirana and Belgrade, and taught as well at the LaSalle and Pittsburgh Universities in the USA. Mr. Pattison has been teaching for European Summer School since 2015.

Description

As the globalized world shifts towards further digitalization and the generation of "millennials" becomes more economically active, the marketing methods have to change as well. In this course, you will learn everything about modern trends in marketing, and how to utilize them to your benefit. You can look forward to gain insight into such marketing tools as quality content marketing, youtubering, peer influencing, viral and guerilla marketing, and many more.

This course will provide students with a broad understanding of the business economics underlying the rapidly changing media business and also a more focused understanding of how to apply marketing principles and concepts to media as a product to be sold and marketed to consumers and to other businesses. Students will learn how media is measured and how to use media and market research as a marketing tool for advertising sales and audience development. They will be able to develop an integrated marketing plan using a wide variety of media that will take a comprehensive approach to a marketing challenge. Developing plans and strategies for marketing today is the most challenging it has ever been. There is an incredible and increasing choice of interactive devices, platforms and channels that potential customers use from smartphones and tablets to social networks and search engines. Investment in traditional channels such as TV, Print and Radio is declining, but they remain an essential part of integrated campaigns for many businesses. You can look forward to meeting and discuss the course topics with several guest speakers such as a CEO of Mediatel, Head of Marketing for Havas and social media manager.

Acquired skills

- Understand the principles behind guerrilla and viral marketing
- Have a basic understanding of creative thinking, people skills and intercultural management
- Develop a marketing strategy/plan
- Social Media Marketing
- Content Marketing, Google and Advertising

Schedule

Topic	Description
Day 1 – 3	
Welcome	Introduction, expectations, rules
Role of the Marketing Director	Marketing & Management, role, accountabilities. SWOT
Guerrilla Marketing	Introduction, background, legal activities. Campaigns.
Viral Marketing	Using internet video and the power of word of mouth.
People and leadership skills	Basic theories, needs due to special role in organisation
Intercultural Mkt/Management	Why, how
Day 4 – 6	
Legacy Media: Print publishing overview	newspapers, magazines, discussion of media business models, trends
Legacy Media: Broadcast media overview	Radio, TV, cable, business models, trends
New Business Models in Journalism	Advertising, marketing strategy, media Business
Advertising and Media-buying	RFP (request for proposal process) ROI – return on investment media accountability
Day 7-10	
Advertising Sales and Media Planning	The role of Market Research, Responding to a "Request for Proposal"
Disruptive Technology and Media Business Models: The role of advertising	Google, Facebook, Youtubering etc.
Social Media Marketing, Content Marketing	
Mobile Advertising	

Assessments:

1. Attendance in class 15%
2. Team assignment 40%
3. Individual assignment 45%

Course time total 125 hours.

1. Total time of in-class work = 50 hours
2. Preliminary assignment = 10 hours
3. Preparation = 65 hours

The student is eligible to receive up to 5 ECTS