



EUROPEAN
SUMMER SCHOOL

COURSE SYLLABUS
ADVERTISING AND PR

Lecturer: William Pattison

SYLLABUS

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.

Day 1 - 3

Topic	Description
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 25%
2. Team assignment 25%
3. Individual assignment 50%

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