



Subject	Marketing
Course:	Advertising
Professor in charge:	Prof. Dr. Erika Leischner
Target group:	Students in their fifth semester (BBA and Diploma)
Class contact hours:	2 hours per week
Aims:	<ul style="list-style-type: none">• The students make themselves aware of the role of advertising in marketing.• They should learn how to plan, develop and implement an advertising campaign.• In this context they should concentrate on both a psychologically effective design of the advertising and on the suitable media plan.• Finally, they should be able to critically judge advertising campaigns.
Contents:	<ol style="list-style-type: none">1 Advertising foundations<ol style="list-style-type: none">1.1 Concept and importance of advertising1.2 Influences on the advertising world1.3 The advertising industry in Germany2 Strategic planning of advertising<ol style="list-style-type: none">2.1 Planning process - overview2.2 Analyzing the advertising situation2.3 Formulating the advertising objectives2.4 Deciding on the advertising budget2.5 Developing the advertising strategy3 Psychological processes underlying advertising effectiveness<ol style="list-style-type: none">3.1 Advertising as a communication process3.2 Selected theories from advertising research3.3 Research on imagery processes4 Creating advertising messages<ol style="list-style-type: none">4.1 Elements of advertising messages: words, pictures, colors, music4.2 Rules for designing advertising messages<ol style="list-style-type: none">4.2.1 Overview4.2.2 Getting aware of the message4.2.3 Perceiving the message4.2.4 Understanding the message4.2.5 Being emotionally touched by the message4.2.6 Learning the message5 Media planning and buying<ol style="list-style-type: none">5.1 Types and characteristics of different media5.2 Selection of suitable media5.3 Media timing6 Evaluating advertising effectiveness<ol style="list-style-type: none">6.1 Advertising effects and suitable measurement methods6.2 Pretest methods6.3 Posttest methods
Methods:	Lecture, discussion, practices and reading assignments
Examination:	Final written or oral exam as a part of the exam in marketing
Literature:	<ul style="list-style-type: none">• Behrens, G., Esch, F.-R., Leischner, E. und M. Neumaier (Hrsg.) (2001): Lexikon zur Werbung, Wiesbaden: Gabler• Kroeber-Riel, W. und F.-R. Esch (2004): Strategie und Technik der



Werbung, 6. Auflage, Stuttgart, Berlin, Köln: Kohlhammer

- Schweiger, G. und G. Schrattenecker (2001): Werbung, 5. Auflage, Stuttgart, Jena: Gustav Fischer Verlag
- Wells, W.D., Moriarty, S. und J. Burnett (2006): Advertising: Principles and Practice, New Jersey: Prentice Hall

Language:

German

Case Studies:

Yes, case studies included