AD442 – Summer 2026

The role of advertising in the marketing mix and its economic and social effects; advertising agencies, advertising campaign management, budgeting, media selection, and creation of the advertisement measurement of the effectiveness of advertising.

Syllabus

Week 1

The Role of Advertising in the Marketing Mix

- Advertising's function within the marketing mix (Product, Price, Place, Promotion)
- Economic and social effects of advertising
- Historical and contemporary perspectives

The Big Picture: *See where advertising really sits in the marketing galaxy. We'll chart the lightning-fast shifts in tools, trends, and audiences—and show how to stay perfectly in orbit, with plenty of real-world stories to prove it.*

Week 2

Advertising Agencies & Industry Structure

- Types of advertising agencies and organizational structure
- Agency-client relationships
- Roles: Account management, creative, strategy, media, production

Meet the Madmen: *An agency is a living creature. Learn how to build one from scratch, peek inside global giants, and grasp the freelance power that keeps the ecosystem alive.*

Week 3

Campaign Management Fundamentals

- Campaign planning process: Brief to execution
- Setting objectives and KPIs
- Project management tools and timelines

From Blank Page to Final Cut: *Follow an ad's journey from an empty presentation to the polished video (backed up three times, naturally). Project management—minus the panic.*

Week 4

Budgeting & Resource Allocation

- Advertising budgeting methods (percentage of sales, objective-task, competitive parity)
- Allocating resources across media and creative
- Cost control and ROI considerations

Survival Guide for the Creatives: *Budgets are risky, timelines brutal, and 99 % of your team hates numbers. Here's how to thrive—wallet intact and creativity on fire—in the most fragile corner of the industry.*

Week 5

Media Selection & Planning

- Media types: Traditional, digital, social, experiential
- Media planning and buying fundamentals
- Criteria for media selection (reach, frequency, CPM, audience fit)

Media Matchmaking: *TV spot or TikTok spark? We'll tackle the toughest placement questions and decode the "where" so your ad lands exactly where it should.*

Week 6

Creative Development & Message Strategy

- Crafting the big idea and creative brief
- Copywriting, art direction, and storytelling
- Integrating brand voice and visual identity

Message Alchemy: *Attention spans are microscopic and audiences unshockable. Learn to craft can't-miss messages for the perfect target at the perfect moment.*

Week 7

Campaign Execution & Project Management

- Production process: From concept to launch

- Working with vendors and partners
- Timeline management and troubleshooting

Blood, Sweat & Workflow: *Get the unfiltered truth (and best practices) behind project management.. Stay professional, stay safe, keep every file—and nerve—intact.*

Week 8

Measuring Effectiveness & Optimization

- Methods of measuring advertising effectiveness (pre/post testing, digital analytics, brand lift)
- Interpreting data and optimizing campaigns
- Reporting to clients and stakeholders

Measuring the Magic: *Is the whole nation watching, or just your mom? We'll reveal realistic ways to gauge success—and why agencies, academia, and brand execs each see the numbers differently.*

Week 9

Final Presentations & Industry Feedback

- Presenting campaigns to clients and industry experts
- Receiving and incorporating feedback
- Course wrap-up: Key industry trends and career pathways

Pitch Perfect: *The campaign's done; now sell it. Master the psychology of the pitch, turn feedback into fuel, and make clients need your idea as much as their customers will.*