ADVERTISING & COMMUNICATION MANAGEMENT

1. General

School	School of Business
Academic Unit	Department of Business Administration
Level of Studies	Undergraduate /Erasmus
Semester	Winter
Academic Field	Communication & Marketing Management
Course Title	Advertising & Communication Management
Language of Instruction & Examination	English
Teaching Hours	Monday 09.00-13.00, Room D102, 1st floor 12 Derigny street
Instructor	Polyxeni (Jenny) Palla, contact email: palla@aueb.gr

2. Course Description

This course introduces students to the principles, strategies, and practices of Advertising and Integrated Marketing Communications (IMC), highlighting their strategic role in brand building, market positioning, and consumer engagement in an increasingly fragmented and interconnected media environment. It equips students with the knowledge and skills to analyze consumer behavior, develop creative and persuasive communication strategies, plan media activities, and evaluate the effectiveness of integrated campaigns across traditional, digital, and emerging media.

Particular emphasis is placed on contemporary developments in advertising, including artificial intelligence, digital and omnichannel communication, data-driven personalization, influencer marketing, consumer journey mapping, and emerging advertising platforms. Through theoretical frameworks, practical applications, and collaborative projects, students develop strategic and creative thinking while critically examining the ethical, cultural, and regulatory challenges shaping modern advertising and marketing communications.

3. Learning Outcomes

- **Explain** the principles of Advertising and Integrated Marketing Communications (IMC) and their role in marketing strategy, branding, and positioning.
- **Analyze** consumer behavior, communication processes, personas, customer journeys, and consumer engagement.
- **Develop** creative, persuasive, and integrated media strategies for advertising campaigns.
- **Evaluate** traditional, digital, social, and emerging media, including media planning, scheduling, and campaign effectiveness.
- **Analyze** the role of AI, data, personalization, computational advertising, and programmatic systems in contemporary advertising.
- **Evaluate** emerging advertising practices, including influencer marketing, interactive media, video games, and the metaverse.
- **Critically assess** the ethical, cultural, and regulatory dimensions of digital advertising and AI-driven communication.
- **Identify** key trends and future developments shaping advertising and IMC.

Weekly Schedule (12 Weeks)

Week 1	**Introduction** Introduction to Advertising & Integrated Marketing Communications. Underlying the importance of IMC in Marketing (Belch & Belch, 2021) Defining Digital Advertising from Online to Omni channel (Rodgers & Thorson, 2026)
Week 2	**IMC** IMC in the Marketing Process. Branding, positioning, and consumer engagement.
Week 3	**Consumer Behavior & Communication Process** How consumers perceive, process, and respond to messages. Understanding & Creating «Personas» Introduction to Customer Journey Mapping (CLM), Customer Experience (CX) & User Experience (UX) (Belch & Belch, 2021) Digital Advertising as Algorithmic Persuasion, as Networked Communication, as Connected Experience (Rodgers & Thorson, 2026)
Week 4	**Creative Strategy – Persuasion** Creative Strategy – Planning & Development. Message appeals, positioning, and campaign objectives. Creative Strategy – Implementation & Evaluation. Persuasion techniques (Belch & Belch, 2021) Dual models of Persuasion (Rodgers & Thorson, 2026)
Week 5	**Digital Advertising** The four dimensions of DASC Framework (Rodgers & Thorson, 2026) Digital Advertising as a System of Mediated Communication (Rodgers & Thorson, 2026)
Week 6	**Media Planning & Strategy. Media decisions and scheduling.** Advertising Scheduling and AI (Rodgers & Thorson, 2026)
Week 7	Traditional, Digital & Social Media in IMC. Strengths and limitations of TV, radio, print. Online advertising, social media platforms, influencer marketing. Promotional tools and consumer engagement techniques. Direct Marketing, Sales Promotion & Support Media, Public Relations (Belch & Belch, 2021) Proposed Measurement Approaches – Networked Data Employment Analysis (DEA) and Other Developments (Rodgers & Thorson, 2026)
Week 8	**Effectiveness** Measuring Effectiveness & Evaluating Campaigns. Metrics, analytics, ROI in IMC.

Week 9	**Advertising & AI; Current trends** (Belch & Belch, 2021) Digital Advertising Clutter in an Age of Mobile Media and Artificial Intelligent 5 Hybrid Pathways to Persuasion: Integrating Online and Offline Advertising and Consumer Behavior Personalisation in AI Past, Present and Future of Computational Advertising and Research Directions Defining Ads in Metaverse Impact of AI on Advertising (Rodgers & Thorson, 2026)
Week 10	**Influencers, Social Media** Influencers, Influencer – Follower Relation, Social Media Platform and Context Advertising in Video Games Special Topics in IMC. International advertising, ethics, and regulation. Ethics and Responsibility in Digital Systems (Rodgers & Thorson, 2026)
Week 11	Team Project Presentations
Week 12	Final Review

4. Teaching & Learning Methods

Through a combination of lectures, case studies, and a team project, students will develop both theoretical understanding and practical skills necessary for designing, implementing, and evaluating integrated communication strategies in today's dynamic business environment.

5. Student Performance Evaluation

Student assessment in this module is based on a combination of group work and individual performance, designed to evaluate both applied and theoretical competencies:	
Team Project and Presentation – 50%	Students will work in teams to design an Integrated Marketing Communications (IMC) campaign for a selected brand. The project includes a written campaign plan and a class presentation (Week 11). Evaluation criteria include strategic alignment, creativity, use of data and insights, and clarity of content, and overall presentation skills.
Final Examination – 50%	The final exam will assess students' understanding of core concepts, theories, and applications covered throughout the course. The exam format will include short essays, case-based questions, and applied problem-solving.
Both components must be completed to receive a passing grade for the course.	

6. Required Reading

Belch, G. E., & Belch, M. A. (2021). Advertising and promotion: An integrated marketing communications perspective 6th. *New York: McGraw-Hill*.

Rodgers, S., & Thorson, E. (Eds.). (2026). *Digital Advertising Theory*. Taylor & Francis.

Boutsouki, C., Hatzithomas, L., Panopoulos, A., & Waiguny, M. K. (2026). *Advances in Advertising Research XV*. Moving Forward, Looking Back: Advertising in the Advent of AI. European Advertising Academy, Springer Gabler.

7. Further Reading

Baek, T. H., Pantano, E., Plangger, K., & Kim, J. (2026). Evolution, challenges, and opportunities of AI-generated advertising. *International Journal of Advertising*, *45*(1), 1-5.

Bui, H. T. (2025). Examining the effect of AI advertising involvement disclosure on advertising value and purchase intentions. *Journal of Research in Interactive Marketing*, 1-20.

Bui, H. T. (2026). Examining the effect of AI advertising involvement disclosure on advertising value and purchase intentions. *Journal of Research in Interactive Marketing*, *20*(5), 613-632.

Campbell, C., Sands, S., McFerran, B., & Mavrommatis, A. (2025). Diversity representation in advertising. *Journal of the Academy of Marketing Science*, *53*(2), 588-616.

Cooper, A. (1999). The inmates are running the asylum. In *Software-ergonomie'99: design von informationswelten* (pp. 17-17). Wiesbaden: Vieweg+ Teubner Verlag.

Feng, Y. (2025). The AI Genie in the Bottle: Charting AI Evolution and Aversion in Advertising. *Journal of Interactive Advertising*, 1-16.

Khodakarami, F., Peter, P. C., & Cornelis, E. (2026). The Power of Real: Exploring The Effects of AI-Generated Vs. Real Models in Advertising Considering Female Consumers. *Journal of Advertising*, *55*(1), 44-62.

Liao, T. H. (2025). The importance of human interactivity in artificial intelligence use in advertising: development of a new scale. *International Journal of Advertising*, 1-36.

Liao, T. H. (2026). The importance of human interactivity in artificial intelligence use in advertising: development of a new scale. *International Journal of Advertising*, *45*(1), 193-228.

Mourdoukoutas, P., & Siomkos, G. J. (2009). Principle 6: Launch a WOM Campaign. In *The Seven Principles of WOM and Buzz Marketing: Crossing the Tipping Point* (pp. 61-75). Berlin, Heidelberg: Springer Berlin Heidelberg.

Salminen, J., Kaate, I., Kamel, A. M. S., Jung, S. G., & Jansen, B. J. (2021). How does personification impact ad performance and empathy? An experiment with online advertising. *International Journal of Human–Computer Interaction*, *37*(2), 141-155.

Strycharz, J., Zhang, D., & Segijn, C. M. (2025). Dataveillance in Interactive Advertising: Transforming Consumer-Advertiser Interactions and Its Unintended Consequences. *Journal of Interactive Advertising*, 1-13.

Tellis, G. J. (2003). *Effective advertising: Understanding when, how, and why advertising works*. Sage Publications.

Tripathi, S., Jain, V., Pandey, J., Merchant, A., & Gupta, D. G. (2025). Personalization payoff: understanding receptivity to tailored/personalized digital advertising. *International Journal of Advertising*, 1-29.

Van den Abeele, E., Beuckels, E., Hudders, L., & Vanwesenbeeck, I. (2025). Cute but concerning: investigating the impact of portraying children in momfluencer content on engagement, advertising value and advertising effectiveness. *International Journal of Advertising*, *44*(3), 484-515.

Yang, J., Dong, C., Chu, S. C., & Rheu, M. (2026). Transforming advertising in the age of generative AI: Exploring advertising professionals' perceptions of human-AI value co-creation. *International Journal of Advertising*, *45*(1), 139-170.

Ye, G., Guan, X., Hudders, L., Xiao, Y., & Li, J. (2025). A meta-analysis of the antecedents and consequences of advertising value. *Journal of Advertising*, *54*(1), 117-138.