ΟΙΚΟΝΟΜΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

Advertising & Communication Management

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Erasmus+
Enriching lives, opening minds.

First Semester – Fall

- Classes:
  - Monday, 5 October 2026 – Friday, 22 January 2027
- Examination period:
  - Monday, 25 January – Friday, 12 February 2027
- Holidays:
  - Christmas Holidays: 21st December 2026 – 8th January 2027



Attendance Policy

- First 3 Weeks
  - Absences are *not counted*

- From the 4th Week Onward
  - Attendance will be recorded
  - Each student is allowed up to 4 absences

- Important
  - More than 4 absences → You cannot take the final exam



Course Description

- Principles and practices of Advertising and Integrated Marketing Communications (IMC),
- Highlighting its central role in building strong consumer relationships in an increasingly fragmented media landscape.
- The objectives are to equip students with the
  - ability to analyze consumer behavior
  - design creative strategies
  - evaluate traditional and digital media tools
  - and assess the effectiveness of communication campaigns.



Course Description

- Emerging trends 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



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 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 in the Marketing Process. Branding, positioning, and consumer engagement.

Week 3

- 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 – Planning & Development. Message appeals, positioning, and campaign objectives.
- Creative Strategy – Implementation & Evaluation. Persuasion techniques (Belch & Belch, 2021)
- Dual models of Persuasion (Rodgers & Thorson, 2026)



Weekly Schedule (12 Weeks)

Week 5

- The four dimensions of DASC Framework (Rodgers & Thorson, 2026)
- Digital Advertising as a System of Mediated Communication (Rodgers & Thorson, 2026)

Week 6

- 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

- Measuring Effectiveness & Evaluating Campaigns.
- Metrics, analytics, ROI in IMC.



Weekly Schedule (12 Weeks)

Week 9

- Advertising & AI; Current trends
- 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

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.





Student Performance Evaluation

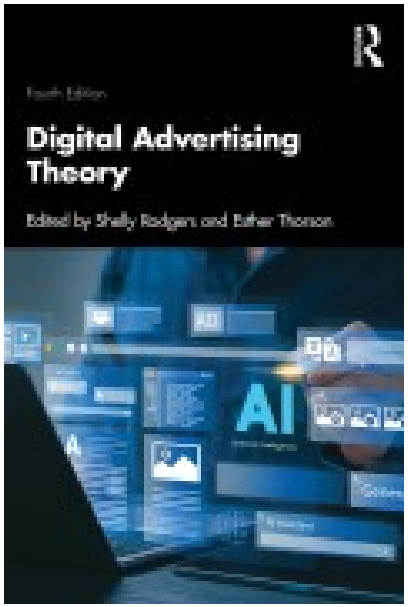
Student assessment in this module is based on a combination of group work and individual performance, designed to evaluate both applied and theoretical competencies:	
Team Project and Presentation – 50%	Students will work in teams to design an Integrated Marketing Communications (IMC) campaign for a 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.	

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.

