



UNIVERSITY OF SONORA
Central Region Unit
School of Economic and Administrative Sciences
Department of Economy
International Business and Trade Degree

Identification Data

Subject: Advertising Campaigns in International Markets	Formative Pillar: Specialization
Teaching-learning process: Course and Workshop	Previous requirement:
Hours per week: 4	Subsequent subject:
Type: Elective	Credits: 6

Introduction:

As the everyday life is changing day by day, the media is not exempt from this transformation, some get saturated and new ones rise. Therefore, it is important to know what advertising strategy design, plan and execute, according to the consumers and the product.

General Objective:

The student will identify the main elements for the design, planning and execution of the advertising campaign, as well as to measure the results after it.

Specific Objectives:

The student will learn to formulate the marketing and advertising strategies.
The student will integrate the advertising to the other elements of the communication mix.
The student will learn to evaluate the necessary characteristics in advertisement and commercial depending on the communication medium.
The student will learn to use the advertising media.
The student will understand how to execute an advertising campaign in the diversity of international markets.

Proficiency Units:

1. Formulation of the marketing and advertising strategies.
 - Marketing and the consumer behavior: the advertising basics.
 - Market segmentation and marketing mix.
 - Data recollection
 - Marketing and advertising planning
 - Media strategy planning.
2. Integration of the advertising to the other elements of the communication mix.
 - Relationship establishment: direct marketing, personal sales and sales promotion
 - Relationship establishment: public relations, sponsors and corporate advertising.
3. Advertising management.
 - Advertising agency, media services, and other services.
 - Marketing operation and advertiser's ad.
4. Advertisement and commercial's creation.
 - Creative strategy and creative process
 - Creative execution: art and advertising text.
 - Advertisement production in print form, electronic and digital media.
5. Use of advertising media.
 - Use of printed media
 - Use of electronic media: tv and radio.
 - Use of interactive digital media and direct mailing.
 - Use of external, exhibition and supplementary media.
6. Some aspects to consider for Advertising.
 - Social aspects of advertising
 - Economic aspects of advertising
 - Legal aspects of advertising
 - Ethics in advertising.
7. Advertising planning
 - Advertising planning
 - Advertising execution
 - Advertising control
8. Advertising campaign in the diversity of international markets.
 - International advertising and promotion
 - Industrial markets
 - Commercial markets
 - Service markets
 - Consumer markets

Teaching strategies:

The learning to promote is the understanding of theories and their applications to any particular situation, through exercises derived from reality and those proposed by the authors of the biography used in the course.

1. Exposition by the teacher
2. Led group discussions
3. Theme presentations by students
4. Bibliographic research by students
5. Exercise presentations in group.

Evaluation: general criteria for successful completion of course:

1. Participation in group discussions and presentations in class: 20%
2. Average of 3 partial exams: 40%
3. Written homework: questionnaires and exercises. 20%
4. Attendance: 20%

Bibliography

PRICKEN. Publicidad creative, ISBN 84-2521735-0

ESTREVE, J.M. Influencia de la publicidad en T.V. sobre los niños. ISBN: 847705735.
Editora y distribuidora ADYSO, SA de CV.

LEÓN, JOSE LUIS. Los efectos de la publicidad. ISBN: 84-344-1266-7. Editorial Ariel.

LEÓN, JOSE LUIS. Mitoanálisis de la publicidad. ISBN: 84-344-1285-3.

H. AZNAR Y M. CATALÁN. Códigos éticos de publicidad y marketing. ISBN: 84-344-1279-9. Editorial Ariel.

MIRANDES. Calidad en Publicidad. Editorial El Manual Moderno.

ARENS F. WILLIAM. Publicidad. Editorial McGraw- Hill.

BELCH. Publicidad y promoción. Editorial McGraw-Hill.

MOLINE. La fuerza de la publicidad. Editorial McGraw-Hill.

BECKWITH, SANDRA. Planes completos de Publicidad. Editorial Deusto.

Desired academic profile for person in charge of course:

Possess a Master's degree in Marketing, Foreign trade or in areas related to this field.

Professional experience in marketing.

Teaching experience in Higher Education.

Teaching and technological training:

- Ease in teaching-learning tasks.
- Ease in group or individual communication with students
- Ability to use technological (IT) and teaching resources (computer, projector, slides, videos, etc)
- Curse the teacher training process of the university

Other skills: Proficiency in English language (4 language skills)