

# Minor International Advertising

## For whom

Our International Advertising Minor is designed for aspiring marketers, communicators, and creative individuals seeking to explore the strategic aspects of global advertising. If you have a keen interest in designing effective campaigns, navigating diverse markets worldwide, and shaping strategic brand communication, this program is for you!

## Admission

To enter this programme, you need a foundation of introductory course(s) in Marketing Management, and you need to be fluent in English writing and speaking (English language skills at CEFR level B2).

## Content

You've grown up surrounded by billboards, TV commercials, vibrant ads, and catchy jingles – but have you ever wondered what lies beyond the surface of these messages? Advertising is not just about pretty pictures and catchy tunes; it's a sophisticated form of communication driven by strategies and objectives that aim to shape the way consumers think, feel, and act.

In today's interconnected world, the importance of international advertising cannot be overstated. Brands seeking global recognition and market presence must navigate diverse cultural landscapes, economic environments, and consumer behaviours. Crafting a compelling advertising strategy is not just a choice; it is a necessity for brands aiming to thrive globally.

Advertising is all about brand building, creating a message and strategically selecting the right media to influence consumer responses. But how do you ensure that the consumer responds the way you intended? How do you cut through the clutter of all those other commercials and advertisements, and reach the consumer? To set objectives, you must have understanding of how these messages work. In this minor programme you will learn about the principles and practices that make advertising and an advertisement effective.

## Learning objectives

During the minor, you will learn to:

- Develop an understanding of the strategic elements of international advertising;
- Design impactful and effective advertising campaign concepts that:
  - Align with the brand identity,
  - Suit the target audience,
  - Integrate within the cultural context of the international environment,
  - Are purposefully designed to enhance perception and influence consumer behavior,
  - Ultimately contribute to building brand equity in an international context.

## Courses

The programme takes place during one semester and contains the following courses:

| <b>Course title</b>   | <b>ECTS</b> |
|---|-------------|
| Branding Strategy   | 5           |
| Cultural Values and Communication in an International Perspective | 5           |
| Creative Research   | 5           |
| The Psychology of Marketing Communication                         | 5           |
| Final Creative Assignment   | 10          |

A crucial part of the minor program is the Final Creative Assignment. This assignment is both comprehensive and complementary to the other courses within the minor and serves as a master test in which students apply the knowledge and skills acquired throughout the minor by creating a campaign for a real client. Creative workshops are offered to teach students the necessary skills that they can use in designing their campaign and ultimately pitching it to the client.

Please note that the minor programme reflects a (logical) bundle of courses/subjects and should normally be followed as such. It is not possible to combine (two or more) programmes in one single period. By choosing this package you will have to participate in ALL the courses included.

## Assessment

Assessment takes place through:

- Assignments; Group projects and individual assignments
- Exams; Oral and written

## Literature

You will receive a definite reading list before the start of the minor.

## Schedule

The timetable and the teaching days are not yet known.

## Additional costs

N/A