

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM370	Analysis of Advertising Campaigns	6	2	0	0	2	3
Prerequisites							
Admission Requirements							
Language of Instruction							
Course Type							
Course Level							
Objective							
Content							
References							

Theory Topics

Week	Weekly Contents
1	How to analyze advertising campaigns target?
2	Various methods to analyze advertising campaigns (1)
3	Various methods to analyze advertising campaigns (2)
4	How to analyze advertising campaigns target?
5	Visual persuasion in advertising campaigns
6	Humor in advertising campaigns
7	Main themes in contemporary advertising campaigns
8	Effie Case studies (1)
9	Effie Case studies (2)
10	Effie Case studies (3)
11	Effie Case studies (4)
12	International advertising campaigns analysis (1)
13	International advertising campaigns analysis (2)
14	International advertising campaigns analysis (3)