

Advertising Efficacy: Pretest and Posttest

Academic Year: (2021 / 2022)

Review date: 30/06/2021 13:39:13

Department assigned to the subject: Statistics Department

Coordinating teacher: KAISER REMIRO, REGINA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

OBJECTIVES

COMPETENCES

CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CG3, To apply marketing research tools in the field of advertising communication.

CG4, To identify the brands strategy in the current saturated advertising market.

CE4, To plan emerging actions in the field of new advertising communication.

CE6, To apply market research to evaluate advertising effectiveness.

CE7, To analyze market data to design a strategic communication plan.

CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

LEARNING OUTCOMES

Knowledge of the main instruments and methods of data analysis required to assess the impact of communication.

Identification and proposal of communication objectives with their respective measurement indicators.

Design of research to measure the perceptions and attitudes of the potential public towards proposals and communication campaigns before and after their launch.

Measuring the effectiveness of a communication campaign in different media.

Propose recommendations for improvements in the communication campaign on the basis of the research designed and carried out.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Advertising Effectiveness Measures.
2. Typology of advertising measurement. Pre-test.
3. Typology of advertising measurement. Post-test.
4. Factors that affect the effectiveness of advertising.
5. Statistical analysis tools.
5. SPSS software.

ASSESSMENT SYSTEM

% end-of-term-examination/test: 40

% of continuous assessment (assignments, laboratory, practicals...): 60

Class participation

Individual or group assignments and practicals 60%

Final Exam 40%

To pass the subject is necessary to pass the exam.

% end-of-term-examination/test:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

Evaluation Criteria for the Extraordinary Exam:
 "The note of the Continuous Assessment is kepted"