



COURSE NAME: ADVERTISING EFFICACY: PRE-TEST AND POST-TEST.

POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION
Prof. Regina Kaiser

ECTS. 3

TERM: 2

COURSE TIMETABLE
WEEKLY PLANNING

W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMALL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	1. Advertising Effectiveness Measures.	X			Lectures and student's work	1,5	2
	2	1. Advertising Effectiveness Measures. Statistical tools	X			Lectures and student's work	1,5	2
	3	1. Advertising Effectiveness Measures. SPSS examples.	X		Computer room	Lectures and student's work	1,5	3
2	4	2. Typology of advertising measurement. Pre-test.	X			Lectures and student's work	1,5	2
	5	2. Typology of advertising measurement. Pre-test. Statistical tools	X			Lectures and student's work	1,5	2
	6	2. Typology of advertising measurement. Pre-test. SPSS examples.	X		Computer room	Lectures and student's work	1,5	3
3	7	3. Typology of advertising measurement. Post-test.	X			Lectures and student's work	1,5	2
	8	3. Typology of advertising measurement. Post-test. Statistical tools	X			Lectures and student's work	1,5	2
	9	3. Typology of advertising measurement. Post-test. SPSS examples.	X		Computer room	Lectures and student's work	1,5	3
4	10	4. Factors that affect the effectiveness of advertising.	X			Lectures and student's work	1,5	2
	11	4. Factors that affect the effectiveness of advertising. Statistical tools	X			Lectures and student's work	1,5	2
	12	4. Factors that affect the effectiveness of advertising. SPSS examples.	x		Computer room	Lectures and student's work	1,5	3
5	13	4. Factors that affect the effectiveness of advertising.	X			Lectures and student's work	1,5	2
	14	4. Factors that affect the effectiveness of advertising. Statistical tools	X			Lectures and student's work	1,5	2
	15	4. Factors that affect the effectiveness of advertising. SPSS examples.	X		Computer room	Lectures and student's work	1,5	3
Subtotal 1							22,5	35
Total 1 (Attendance hours and student's work hours between weeks 1 to 5)								57,5
6-8	Submission of assignments							4
	Tutorial time. Meeting with students.							2
	Final exam preparation							11,5
Total 2 (Student's work hours between weeks 7 to 8)								17,5
TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)								75