

Online advertising theory

EM4S4M04

Program

PGE
PGE 2A - Marketing digital

UE

Advertising research and theory

Semester

A

Discipline

Marketing

Contact hours

27 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator

Jean PFIFFELMANN



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Jean PFIFFELMANN	jean.piffelmann@em-strasbourg.eu	27 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

Description

This course provides students with detailed and current explorations of key theories in the advertising discipline. The course gives a working knowledge of the primary theoretical approaches of advertising, offering a comprehensive synthesis of the vast literature in the area.

Teaching methods

Face-to-face

- Lectures

In group

- Exercises
- Oral presentations

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **cite** relevant previous academic work
- - (level 2) **summarize** a theory within word limits

- - (level 3) **expose** a research theory in a written and oral form
 - - (level 4) **examine** recherche article
 - - (level 6) **synthesize** the main postulates of a theory
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Affective domain

Upon completion of this course, students should be able to

- - (level 2) **present** the theory during an oral presentation
 - - (level 3) **explain** what are the most important aspects of the theory
 - - (level 4) **prepare** a written summary of the theory
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Outline

1. Advertising theories
What is Advertising?
Advertising VS. Marketing.
Is Advertising a scientific field?
 2. Composition of the final grade
 - Oral presentation
 - Written presentation
 - Template with marketing scales
 3. Academic journals of interest
 4. How to use Google Scholar?
 5. Rerefences with APA guidelines
 6. Marketing scales
- ORAL PRESENTATION ALONG WITH THE SESSIONS
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No prerequisite has been provided

Knowledge in / Key concepts to master

This course does not necessitate specific knowledge of the advertising discipline. However, students need a good level of English for the oral presentation and the written exercise (1000-1200 words to be written).

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Other : Research articles

Moodle platform

- Upload of class documents

Software

- Pack Office (Word, Excel, PowerPoint, Access)

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Advertising Theory 2nd Edition (2019). Edited By Shelly Rodgers and Esther Thorson. Routledge.

Geuens, M., & De Pelsmacker, P. (2017). Planning and conducting experimental advertising research and questionnaire design. *Journal of Advertising*, 46(1), 83-100.

Liu-Thompkins, Y. (2019). A decade of online advertising research: What we learned and what we need to know. *Journal of advertising*, 48(1), 1-13.

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Pfffelmann, J., Dens, N., & Soulez, S. (2020). Personalized advertisements with integration of names and photographs: An eye-tracking experiment. *Journal of Business Research*, 111, 196-207.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Other (date, pop quiz, etc.) : Date to be determined

Oral (25 Min.) / Group / English / Weight : 50 %

Details : The oral presentation must be ready for the day of the oral presentation. The group will have to

present a theory based on their reading of research articles. The oral presentation will be evaluated based on the clarity, the accuracy of definitions, the relevance of examples, and oral communication skills.

This evaluation is used to measure L01.1, L01.3, L02.2, L02.3

Final evaluation Last class

Written (60 Min.) / Group / English / Weight : 50 %

Details : The group of students will have to provide a written presentation of the theory assigned to them (700-900 words). References should be cited following APA guidelines. No plagiarism (rephrase, quote, cite authors). Up to 5 malus points may be attributed to each individual student that does not provide the 5 required measurement scales.

This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L02.3