

Advertising management and visual branding

Master programme

The advertising management is an important marketing tool in the contemporary business. It is responsible for the planning and overall organization of integrated campaigns targeting the customers (existing and potential) of one company. As customers are the focus, the advertising management starts with a detailed research of their habits and decision-making process, continues with media (traditional and non-traditional) and message strategy, media planning, media buying and ends with a post-campaign analyses.

The management of the advertising activities is a task not only of the advertisers but of their ad agencies too. As a result of the proper management the companies achieve their marketing goals (increased sales) and communication objectives (increased awareness, knowledge, liking, preference, conviction or readiness for purchase). The advertising management is one of the most important tools for building customers' loyalty and strong brands.

The master programme in Advertising Management and Visual Branding covers all specified areas. It has 2 specialties:

- Communication and brand management
- Management of the creative process in advertising

Among the major courses are Principles of the marketing communications, Strategic planning, Online Advertising, Social media advertising, Product placement, Visual instruments in advertising, Advertising, branding and visual communications, Internal and external PR communications, Visual merchandising, Media planning, Photography, Brand strategies, Brand management, Event management.

Throughout the programme there are about 10 practical projects in which students take part. They are related to various fields in advertising and aim to reveal the students' capability to apply their knowledge in a practical case.