

**TUTORIAL COURSE FORM – 2019-2020 ACADEMIC YEAR**

<b>Name of the tutorial course (Erasmus/exchange students)</b>	<b>Principles of Advertising &amp; Sales Promotions</b>
<b>Professor</b>	<b>Name _ Oana Țugulea _____</b> <b>Office _ B612 _____</b> <b>Email _ ciobanu.oana@uaic.ro _____</b>
<b>Semester in which the tutorial course is available</b>	Ist or IInd semester
<b>No. of ECTS credits</b>	5
<b>Level of study</b>	undergraduate
<b>Short description/Contents</b>	<b>Advertising and Sales Promotion Plan – Project stages:</b> <b>I. Agency Brief</b> <b>II. Advertising Programme</b> <b>III. Sales Promotion Programme</b>
<b>Assessment</b>	The evaluation will consider a seminar project. The structure of the project is discussed with the professor at the beginning of the semester.
<b>Bibliography</b>	Arens, Weigold, Arens – Contemporary Advertising and Integrated Marketing Communication
<b>Observations</b>	