



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

## FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR

### TUTORIAL COURSE FORM

#### 2025-2026 ACADEMIC YEAR

<b>Name of the tutorial course (incoming Erasmus/exchange students)</b>	Principles of Advertising
<b>Name of the professor</b>	Oana Țugulea
<b>Email of the professor</b>	<a href="mailto:ciobanu.oana@uaic.ro">ciobanu.oana@uaic.ro</a>
<b>Office of the professor Consultation days/hours</b>	B612
<b>Semester(s) in which the tutorial course is available</b>	I <sup>st</sup> or II <sup>nd</sup> semester
<b>No. of ECTS credits</b>	5
<b>Level of study (bachelor/master/PhD)</b>	Bachelor / Master
<b>Short description/Contents</b>	<ol style="list-style-type: none"><li>1. Advertising and Sales Promotions Fundamentals</li><li>2. Research in Advertising</li><li>3. The Advertising Brief</li><li>4. Creative Strategy</li><li>5. Media Planning</li></ol>
<b>Assessment/Evaluation</b>	<ol style="list-style-type: none"><li>1. Student attendance evaluation – 20%</li><li>2. Project assessment – 50%</li><li>3. Testing for knowledge assessment – 30%</li></ol>
<b>Bibliography</b>	<ol style="list-style-type: none"><li>1. Gerard Tellis, Effective Advertising AND Social Media: Strategy AND Analytics, Kendall Hunt, Publishing, 2019</li><li>2. Akinyode, B.F. &amp; Khan, T.H. (2018), Step by step approach for qualitative data analysis, INTERNATIONAL JOURNAL OF BUILT ENVIRONMENT AND SUSTAINABILITY, 5(3)/2018, 163-174</li><li>2. <a href="https://ijbes.utm.my/index.php/ijbes/article/view/267">https://ijbes.utm.my/index.php/ijbes/article/view/267</a></li><li>3. Sim, J. &amp; Waterfield, J. (2019), Focus group methodology: some ethical challenges, Qual Quant 53, 3003–3022 (2019). <a href="https://doi.org/10.1007/s11135-019-00914-5">https://doi.org/10.1007/s11135-019-00914-5</a>, <a href="https://link.springer.com/article/10.1007/s11135-019-00914-5">https://link.springer.com/article/10.1007/s11135-019-00914-5</a></li><li>4. The Ultimate Guide to Qualitative Research - Part 1: The Basics (2023), <a href="https://atlasti.com/guides/qualitative-research-guide-part-1/qualitative-research">https://atlasti.com/guides/qualitative-research-guide-part-1/qualitative-research</a></li><li>5. A comprehensive guide to in-depth interviews (IDIs) (2023), <a href="https://www.usertesting.com/blog/in-depth-interviews">https://www.usertesting.com/blog/in-depth-interviews</a></li></ol>
<b>Observations</b>	