



## Course and Examination Fact Sheet: Spring Semester 2023

### 8,062: Digital Advertising

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

Decentral - Written examination (with defined exam duration) (50%, 90 mins.)

Examination time: term time

Decentral - Group examination paper with presentation (all given the same grades) (50%)

Examination time: term time

#### Attached courses

Timetable -- Language -- Lecturer

[8.062.1.00 Digital Advertising](#) -- Englisch -- [Santos Muraro Iago](#) , [Stanoevska Katarina](#)

#### Course information

#### Course prerequisites

No preconditions

#### Learning objectives

The students

- recognize and are able to assess technological trends in digital advertising
- get to know prevailing forms of digital advertising (online, social and mobile)
- are able to use available forms of digital advertising in practice.
- get to know and apply the persuasive design of digital advertising
- understand and apply the concept and functioning of "programmatic advertising", i.e. the automatic digital advertising
- know regulations, such as privacy regulations, and understand how these are implemented in practice
- understand the ethical implications of digital advertising and can design digital advertising in an ethical way

#### Course content

In the lecture, different forms of digital advertising and their effects will be presented, discussed, illustrated through case studies and applied by students in their group work. Examples of digital advertising are:

Online: Google Ads, Social Media Ads and more

Mobile: In-app advertising, apps as advertising and more.

After a general introduction to advertising and to the basic formats of digital advertising, the focus of the lecture is on various digital advertising instruments and on "Programmatic advertising", i.e. the automated placement of ads. By analyzing case studies of digital advertising campaigns, furthermore, it is presented and discussed how different digital advertising instruments can be applied in digital campaigns. During the lecture, the students can apply the discussed digital instruments to their group assignment. One further topic of the course is an overview of key performance indicators (KPIs) applied to measure the effect and success of digital advertising. Finally, ethical and privacy aspects of digital advertising are presented and discussed.

#### Course structure and indications of the learning and teaching design

The lecture consists of different teaching units:



- Transfer of knowledge
- Guest lectures
- Self study
- Case studies and
- Transfer tasks in which the acquired knowledge is applied.

## Course literature

Will be announced during the course.

## Additional course information

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## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/2)

##### Examination time and form

Decentral - Written examination (with defined exam duration) (50%, 90 mins.)

Examination time: term time

##### Remark

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##### Examination-aid rule

Closed Book

The use of aids is prohibited as a matter of principle, with the exception of pocket calculator models of the Texas Instruments TI-30 series and, in case of non-language exams, bilingual dictionaries without any handwritten notes. Any other aids that are admissible must be explicitly listed by faculty members in the paragraph entitled "Supplementary aids" of the course and examination fact sheet; this list is exhaustive.

Procuring any aids, as well as ensuring their working order, is the exclusive responsibility of students.

##### Supplementary aids

- Slides provided during the course
- Scientific and practical papers provided during the course
- Case studies
- Slides and documentations provided by guest lectures

##### Nature of examination

analog

##### Examination languages

Question language: English

Answer language: English

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#### 2. Examination sub part (2/2)

##### Examination time and form

Decentral - Group examination paper with presentation (all given the same grades) (50%)

Examination time: term time



## Remark

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## Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## Nature of examination

analog

## Examination languages

Question language: English

Answer language: English

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## Examination content

The exam consists of two parts: - An individual written exam - A groupwork consisting of a group presentation and group written assignment. In the group presentation and written assignment the students should create a digital campaign for a company or product.

## Examination relevant literature

Will be provided during the course.

### Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 26 January 2023);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 20 March 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 20 March 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 15 (Monday, 10 April 2023).