Transilvania University of Brasov

Faculty of Sociology and Communication

Digital Media Programme

BA FINAL EXAM JULY 2025

1st EXAMINATION - ASSESSMENT OF FUNDAMENTAL AND SPECIALISED KNOWLEDGE

Written assessment, grid test.

Topics and bibliography

Introduction to Advertising – 1st Year

1. Introductory considerations in advertising

      1.1.   Definitions

      1.2.   Historical elements

      1.3.   The process of advertising activity

2. The functions and objectives of advertising

      2.1.   Functions

      2.2.   Objectives

      2.3.   The role of advertising in marketing activity

3. Types of advertising

4. The advertising agency

      4.1.   Types of advertising agencies

      4.2.   Types of services from advertising agencies

      4.3.   Departments from advertising agencies

5. Advertising planning

      5.1.   Conceptual boundaries

      5.2.   Stages of the strategic planning process

Bibliography

Introduction to Advertising course support (2022). in Coman, A. course holder. Course code

      IntrAdv. Introduction to Advertising Transilvania University of Brasov (e-learning

platform).

Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective*. Mcgraw-Hill, pp. 79-103, 142-219.

Brierley, S. (2005). *The Advertising Handbook*. Taylor & Francis e-Library, pp.39-78.

Rodgers, S., Thorson, E. (2019). *Advertising Theory*. Routledge, pp.32-51.

Russel, Th., Lane, R., (1996), *Kleppner's Advertising Procedure*. Prentice Hall, pp.82-115, 153-188.

Tellis, G. (2004). *Effective Advertising*. Sage Publications, Inc., pp.41-51.

Social Media – 2nd Year

1. What is social media? - definitions, development conditions, classification

2. Key concepts in the study of social media: sociability, social capital, ties, social relations and social networks

3. Social network theories, media theories and their implications for the study of social media

4. Identity and virtual communities in social media

5. Content creation, listening, tracking and audience on social media

Bibliography

Social Media course support (2023). in Briciu, G.A., course holder. Course code SM04. Social Media. Transilvania University of Brasov (e-learning platform).

Barabasi, A.-L. (2002). Linked. The New Science of Networks. Perseus Publishing, pp. 25-64.

Berger, J. (2015). Contagious: Why Things Catch on, Simon& Schuster, pp.1-28 (Chapter: Introduction: "Why Things Catch On").

Castells, M. (2013). Communication power. Oxford University Press, pp. 19-26.

Christakis, N. and Fowler, J. (2009). Connected. The Surprising Power of Our Social Networks and How They Shape Our Lives. Little, Brown and Company, *chapter 1* &2

Ellison, N. B., & boyd, d. (2013). Sociality through social network sites. In W. H. Dutton (Ed.), Oxford Handbook of Internet Studies. Oxford University Press, pp. 151-172.

Prinstein, M. (2018). Popular –The power of likability in a status-obsessed world. Viking, pp. 53-88 (chapter 3).

van Dijck, Jose, (2013). The culture of connectivity: A critical history of social media. Oxford University Press, pp. 3-9.

Digital Branding – 3rd Year

1. Brand: Definition, Role, Meanings, and the Advantages of a Strong Brand

2. Brand Equity

3. Brand Awareness

4. Positioning

5. Brand Personality

6. Brand Associations

7. Choosing Brand Elements and Designing Identity

8. Brand Portfolios

9. Brand Extension

Bibliography

Aaker, D. (1996). Building strong brands, The Free Press, pp. 78-90.

Keller, K. L., & Swaminathan, V. (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson (e-book), pp. 2-4, 6-9, 14-16, 38-66, 112-139, 262-291, 341, 402-418, 439-461.

Lalaounis, S. T. (2021). Strategic Brand Management and Development: Creating and Marketing Successful Brands, Routledge (e-book), pp. 1-5, 12-16, 24-46, 68-89, 279-293.

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