

Fundamentals of advertising

Dissertation topics

Globalisation vs localisation in advertising campaigns

Branding and rebranding during a crisis in advertising campaign

Strategic approaches in social media campaigns

Positioning strategies of well-known brands (case studies)

Anthropological perspectives in advertising campaigns (Using archetypes and myths in creating successful campaigns)

Storytelling techniques in advertising campaigns

Repositioning well-known brands by using new social media platforms

Representations of humour strategies (tone of voice) in creating successful campaigns

Adapting advertising campaigns to local values and mentalities (telecommunications and beverages brands)

The main characteristic of the advertising discourse during Christmas campaigns