

## **Advertising and Marketing Communications**

### **Track Description:**

Marketing Communications studies how firms design, integrate, and govern brand messages across paid, owned, and earned media to inform, persuade, and engage customers in a rapidly shifting technological and geopolitical landscape. It examines advertising, promotions, PR, digital and social media, and influencer marketing to build awareness, trust, and equity while navigating platform dynamics, data infrastructures, regulation, and ethical impact.

### **Advertising**

#### **Definition (short):**

Advertising studies how paid, mediated brand communications influence consumer cognition, emotion, and behavior in increasingly data-driven and contested environments. It examines how firms design, automate, and evaluate campaigns across platforms and borders, and how advances in AI, personalization, regulation, and geopolitical tensions reshape the possibilities and ethics of advertising practice.

#### **Definition (long):**

Advertising is the branch of marketing scholarship that investigates how paid, mediated brand communications influence consumer cognition, affect, and behavior, and how firms can design, execute, and evaluate advertising strategies to achieve marketing and financial objectives, increasingly dealing with conditions of technological and geopolitical flux.

The domain studies:

- the psychological and behavioral mechanisms by which advertising works (e.g., attention, memory, persuasion, attitude formation, affective responses);
- the strategic and creative design of advertising messages (appeals, narratives, visual/verbal style, endorsements, visual/verbal branded content), including AI-assisted and generative approaches;
- media planning and allocation across converging traditional, digital, social and retail platforms, including programmatic and algorithmic buying;
- effectiveness measurement (brand metrics, sales impact, ROI, long-term equity) using experimental, observational, and computational methods;
- and the evolving role of automation, data infrastructures, platform governance, and regulation in shaping targeting, personalization, privacy, and brand safety amid political conflict and social polarization.

It integrates consumer psychology, communication theory, economics, data science, and creativity research to advance theoretical understanding and managerial practice, and specifically provide guidance for responsible, effective campaigns in a world where media systems and geopolitical conditions are rapidly changing.