



The University Of Sheffield.



CITY College  
An International Faculty Of The University.

Business Administration & Economics Department

# GUEST LECTURE

## Creating an Advertising Brief

By Dr Dimitrios Nikolaidis, Head of BAED, Senior Lecturer

Thursday 11 December 2014

17:00 – 18:00

L5



For  
**MA Marketing, Advertising & PR**  
**MA Digital Marketing & Social Media**  
**Group A**

