

BSc(Hons) Communication Studies Level III
Level III - Semester 2 (Jan - May 2009)
COMS 3006Y(5) Advertising & Marketing Communication

Indicative list of topics

- Introduction to Advertising – Advertising in the Marketing Communication Mix
- Theories & concepts relevant to the advertising world
- Advertising and the brand
- Actors of the advertising world
- Types of advertising and media
- Strategy and media-planning
- Client-Agency relationship
- Designing the message (brainstorming, conceptualisation)
- Copywriting and creativity concepts
- Advertising and new media
- Follow-up and evaluation: measuring impact

Assessment

Continuous Assessment = 50%

Examination = 50%

Continuous Assessment

- In-class test
- Study visit in advertising agency or in-house unit (report to be submitted)
- Advertising campaign for a product/service - team work (report + oral presentation)

Please note that:

- Students will be penalised for late submission of work.
- Bonus marks may be earned for regular attendance and participation in class.
- Supplementary exercises for assessment may be given.

Useful reading

- Advertising (Roderick White)
- Advertising Media Planning (LD Kelley & DW Jugenheimer)
- The Craft of Copywriting (June Valladares)
- Marketing Communications (PR Smith)
- Marketing Management (Philip Kotler)
- Les Marques, Capital de l'Entreprise (JN Kapferer)
- La Publicité: Théories, Acteurs, Méthodes (Eric Vernet)
- Business Magazine
- CB News magazine

Compulsory online resources

- Students are required to consult the Comstudies blog regularly at the following address: <http://comstudies.wordpress.com/> and the webpage for this module at: <http://comstudies.wordpress.com/lectures/advertising-marketing-communication/>
- As far as possible, lecture notes will be made available prior to the lectures. Students are required to print copies of these and bring with them in class. Information about assignments will also be provided online. All students are required to adhere strictly to rules applicable to the relevant module as communicated.

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