Advertising

Third year module

The aim of this module is to examine the theories, principles and practice of advertising and marketing communications. Indicative content:

- The role of advertising and marketing communications in the marketing process and branding;
- The communications process - theories and models of how marketing communications works;
- The choice and role of celebrities in advertising and marketing communications;
- Advertising, Public Relations, Sales Promotion and Direct Marketing and their roles in the marketing communications mix;
- Campaign planning;
- The client brief;
- The problems and opportunities in global advertising and marketing communications;
- Advertising and marketing communications and electronic, interactive and digital media;
- Ethics and advertising and marketing communications.

Learning Outcomes

By the end of the module the student should be able to:

- Develop knowledge of communication theory and terminology and how it applies to the marketing communications process;
- Interpret the meaning of advertising and marketing communications;
- Begin to analyse and assess specific advertising and marketing communication strategies developed and managed by firms;
- Evaluate and contrast selected individual components of the communications mix;
- Collect and interpret marketing information relevant to the development of an advertising and marketing communications plan;
- Understand the nature of advertising and marketing communications as a concept and a process;
- Improve written and presentational skills and communication skills;
- Improve knowledge and application of information technology-based information sources for report research;
- Appreciate and enhance use of PC-based graphics packages and multi-media.

Assessment

Assessed jointly with 07 19098: exam (70%); coursework - presentation and 2,000 word report (30%)

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