

COURSE SPECIFICATION DOCUMENT

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| Academic School / Department: | Communications and The Arts |
| Programme: | MA in Advertising and Public Relations |
| FHEQ Level: | 7 |
| Course Title: | Advertising Practice |
| Course Code: | APR 7100 |
| Total Hours: | 200 |
| Timetabled Hours: | 39 |
| Guided Learning Hours: | 21 |
| Independent Learning Hours: | 140 |
| Credits: | 20 UK CATS credits 10 ECTS credits 4 US credits |

Course Description:

This course explores the fundamental principles and tools involved in the professional practice of advertising. It introduces students to the full range of techniques used in advertising and enables and encourages students to apply practical tools with confidence. This includes designing and presenting their own ideas for an advertising campaign that includes social media, digital media, and/or influencer marketing. It relates the practice of advertising to contemporary issues and developments in the UK and internationally.

Prerequisites:

MA Advertising and Public Relations students only

Aims and Objectives:

- To engage students with key aspects of contemporary advertising practice
- To explore the fundamentals of advertising practice through responding to a brief developing and presenting ideas for a campaign including social media, digital media, and/or influencer marketing
- To develop appropriate professional skills in research, analysis, discussion, presentation and writing
- To develop and display professional creativity based upon the development and use of practical skills in group and individual work

Programme Outcomes:

By the end of this course successful students will be able to:

A4; B1; B4; C3; D2; D4

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate a critical understanding of key aspects of contemporary advertising practice
- Show an understanding of the fundamentals of advertising practice through an ability to respond to a brief developing and present ideas for a campaign including social media, digital media, and/or influencer marketing
- Demonstrate appropriate professional skills in research, analysis, discussion, presentation and writing
- Display professional creativity based upon the development and use of practical skills in group and individual work.

Indicative Content:

- The relationship between the advertiser and the advertising agency.
- Different forms of advertising: e.g., in addition to product advertising, public and voluntary sector, recruitment, political, and corporate advertising.
- Ethical, regulatory and legal concerns.
- Current issues affecting advertising and likely future developments in advertising practice.
- Planning, creating, presenting and running an advertising campaign, to include: an introduction to copywriting and art direction; media buying; advertising in traditional and new media; social media, digital media, and influencer marketing; outdoor advertising; other forms of advertising; and research and evaluation.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board, which are located at <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to the key concepts of professional practice. Guest speakers and activities will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual presentations and written work will be discussed in feedback sessions which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Indicative Text(s):

Bourn M. and Munden, S. *Sustainable Advertising How Advertising Can Support a Better Future*. (London: Kogan Page, 2024).

Clow, K.E. and Baack, D. *Integrated Advertising, Promotion, and Marketing Communications*. (9th ed. London: Pearson, 2021)

Dhar, S. and Thomson, S. *A Marketer's Guide to Digital Advertising Transparency, Metrics and Money*. (London: Kogan Page, 2023).

Hegarty, J, *Hegarty on Advertising* (London: Thames & Hudson, 2017)

Holm, N. *Advertising and Consumer Society: A Critical Introduction*. (2nd ed. London: Routledge, 2023).

Powell, H et al, *The Advertising Handbook* (London: Routledge, 2018)

Pricken, M *Creative Advertising: Ideas and Techniques from the World's Best Campaigns*, (London: Thames & Hudson, 2008)

Journals**Web Sites**

See syllabus for complete reading list

Change Log for this CSD:

| Nature of Change | Date Approved & Approval Body (School or AB) | Change Actioned by Registry Services |
|----------------------------|--|--------------------------------------|
| Revision 1 – annual update | May 2023 | |
| Total Hours Updated | April 2024 | |
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