

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and The Arts
Programme:	Art History & Visual Culture Communications: Advertising & PR Communications: Media Studies Digital Communication & Social Media
FHEQ Level:	4
Course Title:	Introduction to Advertising Practice
Course Code:	COM 4400
Total Hours:	120
Timetabled Hours:	45
Guided Learning Hours:	0
Independent Learning Hours:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 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. It relates the practice of advertising to contemporary issues and developments in the UK and internationally.

Prerequisites:

None

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
- 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:

Art History & Visual Culture: A4(ii), A4(iii), B4(ii), B4(iii), C4(i), C4(iii); D4(i), D4(ii), D4(iii)
Communications: Advertising & PR: A4(ii), A4(iii), B4(ii), B4(iii), C4(i), C4(iii); D4(i), D4(ii), D4(iii)

Communications: Media Studies: A4(ii), A4(iii), B4(ii), B4(iii), C4(i), C4(iii); D4(i), D4(ii), D4(iii)
Digital Communication & Social Media: A4(ii), A4(iii), B4(ii), B4(iii), C4(i), C4(iii); D4(i), D4(ii), D4(iii)

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A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found 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 presenting ideas for a campaign
- 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, corporate advertising.
- Ethical, regulatory, and legal concerns.
- Current issues affecting advertising and likely future developments in advertising practice.
- Planning, creating, advertising to include: an introduction to copywriting and art direction; media buying; advertising in traditional and new media; outdoor advertising; direct mail; other forms of advertising; and research and evaluation.

Assessment:

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

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audio-visual aids, designed to introduce students to the key concepts of advertising practice. Students will develop their critical understanding of these concepts and their practical

application through a range of group and individual exercises undertaken in class and out of class.

Indicative Texts:

Fletcher, W., *Advertising: A Very Short Introduction*. Very Short Introductions, 2011.

Hegarty, J., *Hegarty on Advertising*. Rev. ed. London: Thames & Hudson, 2017.

Hardy, J et al., *The Advertising Handbook*. 4th ed. London: Routledge, 2018.

Ogilvy, D., *Ogilvy on Advertising* (Numerous editions)

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
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	