

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	Business and Economics
<b>Programme:</b>	BA (Hons) Business Administration Combined Studies
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Advertising Management
<b>Course Code:</b>	MKT 6200
<b>Course Leader:</b>	Bruce Sheppy
<b>Student Engagement Hours:</b>	<b>120</b>
Lectures:	35
Seminar / Tutorials:	15
Independent / Guided Learning:	75
<b>Semester:</b>	Fall/Spring/Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

The course provides an in depth study and application of advertising and its role in marketing strategies. Topics include: identification of relevant data to analyse the marketing situation; development of product/brand positioning; marketing and advertising objectives and strategies; creative strategy; media planning and evaluation; consumer motivation and advertising appeals; consumer buying behaviour; promotional communication opportunity analysis, branding and corporate image; target audiences; print and broadcast production; budgeting.

**Prerequisites:** MKT 5200

### **Aims and Objectives:**

Upon successful completion of this Course, students will have a solid understanding of the theories, principles, functions and practices of advertising in the context of IMC and the role of advertising in branding within corporate communications strategies. Students will be able to understand the roles of psychology and visual communication in the development and expression of an appropriate Brand image as well as the broader social implications of contemporary advertising practices

## **Programme Outcomes**

A1, A2 A3, A4, A5  
B2, B3, B5  
C1, C2  
D1, D2

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

## **Learning Outcomes:**

Upon completion of this course, a successful student should be able to

### **Knowledge and Understanding**

1. To identify and demonstrate knowledge of the key concepts and practices of advertising
2. To demonstrate knowledge of concepts such as account management, creative director, account planner, medial planner) and the ability to employ these in the identification of appropriate advertising communications objectives and in the development of an appropriate message strategies for an IMC(integrated marketing communication) advertising campaign.
3. To identify the information needed from a range of audience segments, to access, evaluate, interpret and make sound judgements on this information (including the use of numbers/statistics)
4. To evaluate and make sound judgements on the use of different media vehicles (print, broadcast, interactive and web media) for advertising messages

### **Cognitive Skills**

1. To evaluate statements in terms of evidence,
2. To define terms adequately and to generalise appropriately.
3. To apply conceptual ideas and knowledge to a range of business and other situations.

### **Practical and/or Professional Skills**

1. Develop critical reflexivity towards the subject matter, and towards one's own and one's peers consumer behaviour
2. Engage as team members in group work that will require intellectual, reflexive and aesthetic applications

### **Key Skills**

1. Effective oral and written communication skills in a range of traditional and electronic media.

### **Indicative Content:**

- Integrated Marketing Communication
- Brand Management & Corporate Image
- Consumer Buyer Behaviour

- Promotional & Opportunity Analysis
- Advertising Management
- Advertising Design & Appeals
- Message Strategies
- Media Selection
- Public Relations
- Internet Marketing

**Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

**Teaching Methodology:**

The course will be taught using a variety of methods including lectures, directed reading, case studies analysis, back-to-back class activities and weekly tasks, video-clips and class discussions, weekly class-activities, team-based project work.

**Bibliography:**

**Indicative Text(s):**

Kenneth E. Clow, Donald Baak (2007) *“Integrated Advertising, Promotion, and Marketing Communications”* (4th Edition) Pearson Education Prentice Hall.

**Recommended Reading:**

Belch, G.E., and Belch, M.A., (2007) *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 7th ed. Boston: McGraw-Hill

Dahlen, M., Lange, F., Smith, T., (2009) *Marketing Communications: A Brand Narrative Approach*. London: Wiley

Kunde, J., (2002) *Corporate Religion: Building a Strong Company Through Personality and Corporate Soul*. London: Pearson Education Limited

Lane, W.R., Whitehill King, K., and Russell, J.T. (2005) *Kleppner's Advertising Procedure*. 16th ed. International ed. New Jersey: Pearson Education International

Wells, W., Moriarty, S., and Burnett, J., (2005) *Advertising: Principles and Practice*. New Jersey: Pearson Prentice Hall.

William Wells, John Burnett, Sandra Moriarty, *Advertising, Principles and Practice (International Edition, 7th ed., Pearson Education UK*.

C.K. Kim, D. Han, Seung Bae Park, (2001) “The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification”, Japanese R.Clifton and John Simmons (2003) “Brands and Branding”, The Economist Newspaper Ltd. S.Barrow & R.Mosley (2006) “The Employer Brand”, John Wiley & Sons Ltd.

R. Chadha & P. Husband (2006) “The Cult of the Luxury Brand: Inside Asia’s Affair with Luxury”, Nicholas Brealey International.

Raymond A. Nadeau (2007) “Living Brands: collaboration+innovation = customer fascination”, McGraw Hill.

David Taylor (2006) “Brand Vision How to Energize Your team to drive Business Growth”, John Wiley & Sons Ltd.

Mark Tungate (2005) "Fashion Brands: Branding Style from Armani to Zara", (Kogan Page Ltd, 3 Jul 2005)  
Ernest Dichter (1960) "The Strategy of Desire", Transaction Publishers, U.S.  
Rogers, Everett M. "Diffusion of Innovation" (New York: The Free Press 1995).

**Journals:**

- Psychological Research
- Strategic Direction
- Journal of Advertising Research
- Journal of Advertising
- International Journal of Advertising
- Journal of Marketing Communications
- Journal of Marketing
- Journal of Communication Management

**Web:**

- WARC World Advertising Research Centre): [www.warc.com](http://www.warc.com)
- D&AD (British Design and Art Direction) : [www.dandad.org](http://www.dandad.org)
- Campaign: [www.brandrepublic.com/magazines/campaign](http://www.brandrepublic.com/magazines/campaign)
- IAB (The Internet Advertising Bureau): [www.iabuk.net](http://www.iabuk.net)
- HAT (The History of Advertising Trust Archive): [www.hatads.org](http://www.hatads.org)
- NABS (National Advertising Benevolent Society): [www.nabs.org.uk](http://www.nabs.org.uk)
- IPA (The Institute of Practitioners in Advertising): [www.ipa.co.uk](http://www.ipa.co.uk)
- Creative Club: [www.creativeclub.co.uk](http://www.creativeclub.co.uk)

*Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus*

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry