COURSE SPECIFICATION DOCUMENT

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

Academic School/Department: Communications, Arts and Social Sciences

Programme: Communications

FHEQ Level: 4

Course Title: Introduction to Advertising Practice

Course Code: COM 4400

Course Leader: Simon Goldsworthy

Student Engagement Hours:120Lectures:22.5Seminar / Tutorials:22.5Independent / Guided Learning:75

Semester: Fall/Spring/Summer

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 adve

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To explore the fundamentals of advertising practice through advertising ig 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:

A4ii, iii; B4ii, iii; C4i, iii; D4i, ii, iii

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

This is located at the archive maintained by the Academic Registry and found at: http://www.richmond.ac.uk/admitted-students/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 idea;
- Demonstrate appropriate professional skills in research, an 2018-10-22 10:00:08 presentation and writing
- Display professional creativity based upon the development advertising practical skills in group and individual work

Indicative Content:

- The relationship between the advertiser and the advertising agency.
- Different forms of advertising: eg, 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, presenting and running an advertising compaign to ______
 include: an introduction to copywriting and art directing Simon
 advertising in traditional and new media; outdoor advertising in traditional and new media; outdoor advertising; and research and evaluation and

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for International Journalism and Media approved at Learning and Teaching Policy Committee found at: http://www.richmond.ac.uk/wp-content/uploads/2014/10/ALL-ASSESSMENT-NORMS-CATEGORIES-with-descriptions-Jan-2014.pdf .

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audiovisual 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.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Fletcher, W., Advertising: A Very Short Introduction. Very Short Introductions, 2011. Hegarty, J., Hegarty on Advertising. London: Thames & Hudson, 2011. Powell, H et al., The Advertising Handbook London: Routledge, 2009. Ogilvy, D., Ogilvy on Advertising (Numerous editions)

Journals Web Sites

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

Change Log for this CSD:

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

Richmond, the American International University in London Insert MONTH AND YEAR presented to LTPC (eg June 2013)