

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	Communications BA Social Media and Digital Communication
FHEQ Level:	4
Course Title:	Introduction to Advertising Practice
Course Code:	COM 4400
Course Leader:	Simon Goldsworthy
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / 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 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:

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 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: 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 campaign, 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:

