### **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: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 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: <a href="http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/">http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/</a>

#### **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:**

This course conforms to the Richmond University Special Programme Assessment Norms for International Journalism and Media.

## **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	Nature of Change	Date Approved &	Change
Minor		Approval Body (School	Actioned by
Change?		or AB)	Academic
			Registry
Minor	Added Social Media to Prog		

Richmond, the American International University in London October 2019