

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	BA (Hons) Marketing with Combined Studies BA (Hons) Fashion Management and Marketing
FHEQ Level:	6
Course Title:	Advertising Management
Course Code:	MKT 6200
Course Leader:	Hamad Khan
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	45
Seminar / Tutorials:	
Independent / Guided Learning:	75
Semester:	Fall, Spring
Credits:	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:

BA (Hons) Marketing with Combined Studies:

A1-6, B2, B3, B5, C1, C2, D1, D2

BA (Hons) Fashion Management and Marketing with Combined Studies:

A1-6, B2, B3, B5, C1, C2, D1, D2

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

This is maintained by the Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students 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 othersituations.

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

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 University Assessment Norms approved at Academic Board.

Group Project (group presentation and a 1000-1500 word report): 50%
Individual Essay - 3000 words: 50%

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.

Indicative Text(s):

Juska, J., 2017. *Integrated Marketing Communication: Advertising and Promotion in a Digital World*. 1st Ed. London: Routledge

Kenneth, E.C. and Baak, D., 2017. *Integrated Advertising, Promotion, and Marketing Communications* (5th Edition). London: Pearson

Young, M. 2017. *Ogilvy on Advertising in the Digital Age*. London: Goodman Books.

Recommended Reading

Belch, G.E., and Belch, M.A., 2017. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 11th ed. Boston: McGraw-H

Bergman, T. 2018. *American Television: Manufacturing Consumerism*. In: Pedro-Cardana, J. and Klaehn, J. eds. 2018. London: University of Westminster Press. Ch.11

de Cornier, A. 2016. Search Advertising. *American Economic Journal:Microeconomics*, 8 (3), pp 156-188.

Madigan, D., 2015. *Advertising and Change: Mass, mind, medium and mores*. In: Bammer, G. ed. Canberra: ANU Press. Ch. 6.

Von der Fehr, N.M. and Stevik, K., 1998. Persuasive Advertising and Product Differentiation. *Southern Economic Journal*, 65 (1), pp 113-126

Journals

Web Sites

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
Assessment Method changed to Atypical	February 19	