

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and The Arts
Programme:	MA in Advertising and Public Relations
FHEQ Level:	7
Course Title:	Advertising Practice
Course Code:	APR 7100
Student Engagement Hours:	200
Lectures:	10
Seminar / Tutorials:	10
Workshops & Practical Sessions:	25
Independent / Guided Learning:	155
Credits:	20 UK CATS credits 10 ECTS credits 4 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:

MA Advertising and Public Relations students only

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:

By the end of this course successful students will be able to C, D, F, G:

- C. Demonstrate a deep, systematic and innovative ability to adapt and apply the practice of Advertising to multiple contexts.
- D. Design and undertakes substantial investigations addressing significant areas of practice in Advertising, using selected and appropriate advanced approaches.
- F. Evidence the ability to exercise initiative in organising, pursuing and reflecting upon both supervised and self-directed individual and/or team projects, while accepting full accountability for outcomes
- G. Show the ability to gather, organise and deploy complex and abstract ideas and diverse information in complex and specialised contexts, while reflecting upon and improving the skills required for effective written and oral communication

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by 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:

- 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 University Assessment Norms approved at Academic Board , which are located at <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to the key concepts of professional practice. Guest speakers and activities will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual presentations and written work will be discussed in feedback sessions which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students’ personal needs.

Indicative Text(s):

Fletcher, W, *Advertising: A Very Short Introduction* (Very Short Introductions, 2011)
Hegarty, J, *Hegarty on Advertising* (Thames & Hudson, 2011)
Powell, H et al, *The Advertising Handbook* (Routledge, 2009)
Ogilvy, D *Ogilvy on Advertising* (Numerous editions)
Pricken, M *Creative Advertising: Ideas and Techniques from the World's Best Campaigns*, (Thames & Hudson, 2008)

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
Revision 1 – annual update	May 2023	
