

City University of Hong Kong

**Information on a Course
offered by School of Creative Media
with effect from Semester A in 2010 / 2011**

This form is for completion by the Course Co-ordinator/Examiner. The information provided on this form will be deemed to be the official record of the details of the course. It has multipurpose use: for the University's database, and for publishing in various University publications including the Blackboard, and documents for students and others as necessary.

Please refer to the Explanatory Notes attached to this Form on the various items of information required.

Part I

Course Title: Television Commercials

Course Code: SM2206

Course Duration: one semester

No. of Credit Units: 3

Level: A2/B3

Medium of Instruction: English

Prerequisites: *(Course Code and Title)* SM1016 Video Workshop or SM2503 Production Fundamentals

Precursors: *(Course Code and Title)* none

Equivalent Courses: *(Course Code and Title)* none

Exclusive Courses: *(Course Code and Title)* none

Part II

1. Course Aims:

This course provides students an opportunity to gain an understanding of advertising and in producing effective TV commercials. TV commercials are probably the most expensive and pervasive type of advertising. It employs an extraordinary range of stimuli by using pictures, words, sounds, body language, gestures, and motion to speed their message. As the creators of the advertising strategy and tactics, the students have to put aside their personal tastes, and think in terms of their target audiences.

2. Course Intended Learning Outcomes (CILOs)

(state what the student is expected to be able to do at the end of the course according to a given standard of performance)

Upon successful completion of this course, students should be able to:

| No. | CILOs | Weighting (if applicable) |
|-----|--|---------------------------|
| 1. | Understand the role of advertising within the overall marketing strategy and analyse an advertising plan | |
| 2. | Comprehend the creative strategy and creative process of TV commercials | |
| 3. | To create the copy, punch line and storyboard for the TV commercials | |
| 4. | Learn the presentation skill in pitching for the idea | |
| 5. | Produces standard 30" TV commercial | |
| 6. | Understand the economic, social and ethical aspect of advertising | |
| 7. | Create an advertising campaign and pitching it to clients | |

3. Teaching and learning Activities (TLAs)

(designed to facilitate students' achievement of the CILOs)

Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.

| ILO No | TLAs | Hours/week (if applicable) |
|--------|--|----------------------------|
| CILO 1 | Lecture on the basics of Marketing (4Ps) and the promotional mix. Analyse different advertising plan | |
| CILO 2 | Study the four stages of the creative process and the Creative Pyramid. Exercise on working with the creative briefs. | |
| CILO 3 | Analyse different advertising campaign. Class exercise on creating TV commercials | |
| CILO 4 | Lecture on the presentation skills Class exercise on oral presentation with visual aids | |
| CILO 5 | Exercise on creating and storyboarding for TV commercials | |
| CILO 6 | Lecture on the impact of advertising around the world | |
| CILO 7 | Create an advertising campaign and a 30" TV commercial Pitching session | |

4. Assessment Tasks/Activities

(designed to assess how well the students achieve the CILOs)

Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.

| ILO No | Type of assessment tasks/activities | Weighting (if applicable) | Remarks |
|------------|--|---------------------------|---------|
| CILO 1, 2, | Tutorial session and in-class discussion | 20% | |

| | | | |
|-----------------|--|-----|--|
| 4,6 | | | |
| CILO 3 | Assignment: TVC critique | 10% | |
| CILO 3, 5 | Project 1: Producing an TVC | 20% | |
| CILO 4, 5, 7 | Project 2: Pitching for an advertising campaign | 20% | |
| CILO 4, 5, 7 | Final Project: Pitching an advertising campaign and produce a 30" TVC | 30% | |
| | | | |

5. Grading of Student Achievement:

100% coursework

Grading pattern: Standard (A+, A, A-...F)

Grading is based on performance in assessment tasks / activities.

Part III

Keyword Syllabus:

History & development of advertising industry, Definition of advertising
4Ps & Promotion Mix, The target market & consumer behaviours
The importance of research, How to read an advertising plan
Branding and Positioning, What makes great advertising
The Creative Pyramid, Creative Brief, Four stages of the creative process
The message strategy, the copy and the punch line, Storyboarding
Pitching your idea
Economic, Social and Ethical Aspect of Advertising

Recommended Reading:

Text(s):

Arens, William F. "Contemporary Advertising", McGraw-Hill Higher Education.
Ries, Al. & Trout, Jack. "Positioning: The Battle of your Mind".
Ries, Al & Trout, Jack. "The 22 Immutable Laws of Branding".

Online Resources:

Longyin Review:

<http://www.longyinreview.com/>

The Association of Accredited Advertising Agencies of Hong Kong

<http://www.aaa.com.hk/en/index.php>

American Association of Advertising Agency

<http://www.aaa.org/eweb/startpage.aspx>

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