

City University of Hong Kong

Information on a Course
offered by Department of Media and Communication
with effect from Semester A in 2012/ 13

Part I

Course Title:	Advertising Production and Management
Course Code:	COM5401
Course Duration:	1 semester
No. of Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	None
Precursors:	None
Equivalent Courses:	None
Exclusive Courses:	None

Part II

Course Aims:

This course aims to

- examine the strategic, creative and aesthetic theories and techniques of developing and managing advertising campaigns in international and local contexts, including the Greater China region.
- discover the fundamental principles and practice of advertising across a range of communication channels like print, TV, radio, the Internet and various new media.
- analyze advertising, marketing and persuasive communication in diverse social and cultural contexts through case studies, practical examples, interactive activities, and

hands-on exercises, supported by the integration of new media in the learning process and deliverables.

Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Detect the basic principles of advertising production and management	40%
2.	Assess advertising, marketing and persuasive communication through critical thinking	30%
3.	Apply advertising, psychology, and branding theories into practice through effectively creating brands and communicating persuasive messages	30%

Teaching and learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No	TLAs	Hours/week (if applicable)
All	Readings: Students have to read one journal article or book chapter preferably before each lecture.	
All	Lectures: Students will <ul style="list-style-type: none"> • acquire knowledge of the concepts, values, and development of advertising and branding. • develop their analytical and critical capabilities to discuss advertisements in different cultural and social contexts • apply the theoretical knowledge to create advertising campaigns. 	
All	Blackboard: On-line availability of lecture materials, questions, response, debate, and discussion on readings, lectures materials, and contemporary issues in Hong Kong.	
All	In-class activities: Critically discuss topics such as integrated marketing communications, branding and brand equity, message appeals, campaign planning and management, persuasion, intercultural and international advertising, consumer behaviour, and others through working on case studies and campaign analyses	
2	Case study: Discover excellent advertisements and analyze why the advertisements are successful	•
2,3	Advertising Campaign Design: Design and produce creative projects with a range of media applications including TVC and print ads.	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be

provided to students in their first week of attendance in this course)

CILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
All	Case Study: Students select advertisement cases for analysis based on their theoretical and practical understanding of advertising and marketing persuasion.	35%	
All	Creative Project: Students design an innovative campaign for a product. Task 1: Innovation Task 2: Execution Task 3: Presentation	25% 20% 10%	
All	Attendance and participation: Participation in tutorial discussion: Students' active participation in tutorial discussion -- through providing examples, synthesizing, analysing, appraising and reflecting on other students' responses -- would facilitate group learning.	10%	

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Grading pattern: Standard (A+, A, A-....F). The overall grade is based on student's overall performance in all assessment tasks/activities considered together. The meanings of the overall letter grades will be in line with those listed in the Academic Regulations.

More specific grading criteria for selected assessment tasks/activities are as follows:

Case Study:

- Critical thinking
- Innovative insights
- Organization
- Presentation style and skills

Creative Project:

- Creativity
- Originality
- Organization
- Visual presentation

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+	4.3	Excellent:	Strong evidence of creative and innovative thinking, excellent ability
A	4.0		

A-	3.7		in organizing and applying principles and skills in advertising production and management, as demonstrated in the design, planning, execution and presentation of the case study and campaign (with a total score of 90-100 weighted points).
B+ B B-	3.3 3.0 2.7	Good:	Good evidence of creative and innovative thinking, strong ability in organizing and applying principles and skills in advertising production and management, as demonstrated in the design, planning, execution and presentation of the case study and campaign (with a total score of 80-89 weighted points).
C+ C C-	2.3 2.0 1.7	Adequate:	Sufficient evidence of creative and innovative thinking, fairly strong ability in organizing and applying principles and skills in advertising production and management, as demonstrated in the design, planning, execution and presentation of the case study and campaign (with a total score of 70-79 weighted points).
D	1.0	Marginal:	Slight evidence of creative and innovative thinking, weak evidence of ability in organizing and applying principles and skills in advertising production and management, as demonstrated in the design, planning, execution and presentation of the case study and campaign (with a total score of 60-69 weighted points).
F	0.0	Failure:	No evidence of creative and innovative thinking, very weak ability in organizing and applying principles and skills in advertising production and management, as demonstrated in the design, planning, execution and presentation of the case study and campaign (with a total score of 59 or lower weighted points).

Part III

Keyword Syllabus:

Integrated marketing communications, Analysis of advertising media, Branding and brand equity, Creative advertising strategies, Message appeals, Campaign planning and management, Persuasion, Intercultural and international advertising, Consumer behaviour, Ethical issues in advertising, Advertising research and effectiveness

Recommended Readings:

Text

Shimp, T. A. (2007). *Integrated Marketing Communications in Advertising and Promotion* (7th ed.). Mason, OH: Thomson/South-Western.

Further references / online resources

Armstrong, G., & Kotler, P. (2005). *Marketing: An Introduction* (7th ed.). New Jersey: Pearson/Prentice Hall.

Belch, G. E., & M. A. Belch (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (7th ed.). Boston, Mass.: McGraw-Hill/Irwin.

Blackwell, R. D., P. W. Miniard, & J. F. Engel (2006). *Consumer Behavior* (10th ed.). Mason, OH: Thomson/South-Western.

Kotler, P., G. Armstrong, S. H. Ang, S. M. Leong, C. T. Tan, & D. K. Tse (2005). *Principles of Marketing: An Asian Perspective*. Singapore: Pearson/Prentice Hall.

Solomon, M. R. (2007). *Consumer Behavior: Buying, Having, and Being* (7th ed.). New Jersey: Pearson/Prentice Hall.