

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester A 2017/18**

Part I Course Overview

Course Title: Advertising Production and Management

Course Code: COM5401

Course Duration: One Semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

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.

2. Course Intended Learning Outcomes (CILOs)

(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.)

| No. | CILOs | Weighting (if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) | | |
|-----|--|------------------------------|---|----|----|
| | | | A1 | A2 | A3 |
| 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% | ✓ | ✓ | ✓ |
| | | 100% | | | |

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

| TLA | Brief Description | CILO No. | | | Hours/week (if applicable) |
|----------|---|----------|---|---|----------------------------|
| | | 1 | 2 | 3 | |
| Readings | Students have to read one journal article or book chapter preferably before each lecture. | ✓ | ✓ | ✓ | |
| 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 <ul style="list-style-type: none"> • apply the theoretical knowledge to create advertising campaigns. | | | | |
| Canvas | On-line availability of lecture materials, questions, response, debate, and discussion on readings, lectures materials, and contemporary issues in Hong Kong. | ✓ | ✓ | ✓ | |
| 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 | ✓ | ✓ | ✓ | |
| Case study | Discover excellent advertisements and analyze why the advertisements are successful | | ✓ | | |
| Advertising Campaign design | Design and produce creative projects with a range of media applications including TVC and print ads. | | | ✓ | |

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

| Assessment Tasks/Activities | CILO No. | | | Weighting | Remarks |
|--|----------|---|---|-------------------|---------|
| | 1 | 2 | 3 | | |
| Continuous Assessment: 100% | | | | | |
| Case Study: Students select advertisement cases for analysis based on their theoretical and practical understanding of advertising and marketing persuasion. | ✓ | ✓ | ✓ | 35% | |
| Creative Project: Students design an innovative campaign for a product. Task 1: Innovation Task 2: Execution Task 3: Presentation | ✓ | ✓ | ✓ | 25% 20% 10% | |
| 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% | |
| Examination: NA | | | | | |
| | | | | 100% | |

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B, B-) | Fair (C+, C, C-) | Marginal (D) | Failure (F) |
|------------------------------------|--|--------------------------|---------------------|---------------------|-----------------|--------------------------------------|
| 1. Case Study | Critical thinking, innovative insights, organization, presentation skills | High | Significant | Moderate | Basic | Not even reaching marginal levels |
| 2. Creative Project | Creativity, originality, organization, visual presentation | High | Significant | Moderate | Basic | Not even reaching marginal levels |
| 3. Attendance and participation | Attend class and engage in class activities | High | Significant | Moderate | Basic | Not even reaching marginal levels |

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

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

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

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

| | |
|----|---|
| 1. | Shimp, T. A. (2007). <i>Integrated Marketing Communications in Advertising and Promotion</i> (7 th ed.). Mason, OH: Thomson/South-Western. |
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

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|----|---|
| 1. | Armstrong, G., & Kotler, P. (2005). <i>Marketing: An Introduction</i> (7 th ed.). New Jersey: Pearson/Prentice Hall. |
| 2. | Belch, G. E., & M. A. Belch (2007). <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i> (7 th ed.). Boston, Mass.: McGraw-Hill/Irwin. |
| 3. | Blackwell, R. D., P. W. Miniard, & J. F. Engel (2006). <i>Consumer Behavior</i> (10 th ed.). Mason, OH: Thomson/South-Western. |
| 4. | Kotler, P., G. Armstrong, S. H. Ang, S. M. Leong, C. T. Tan, & D. K. Tse (2005). <i>Principles of Marketing: An Asian Perspective</i> . Singapore: Pearson/Prentice Hall. |
| 5. | Solomon, M. R. (2007). <i>Consumer Behavior: Buying, Having, and Being</i> (7 th ed.). New Jersey: Pearson/Prentice Hall. |