

COM2401: FUNDAMENTALS OF ADVERTISING

Effective Term

Semester A 2023/24

Part I Course Overview

Course Title

Fundamentals of Advertising

Subject Code

COM - Media and Communication

Course Number

2401

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

EN2809 Introduction to Advertising

Exclusive Courses

Nil

Part II Course Details

Abstract

Have you ever come across an enticing TV commercial or print advertisement to which you cannot say no? Do you know why it is so tempting to you? Are you interested in discovering the strategic, creative and aesthetic tricks of those winning

advertising campaigns? This course examines the fundamental principles and practice of advertising across a range of communication channels like print, TV, radio, the Internet, and various new media. Students will discover advertising, marketing, and persuasive communication in diverse social and cultural contexts through case studies, practical examples, interactive activities, and hands-on exercises.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyse critically the concepts and theories of advertising	40	x	x	
2	Demonstrate a sharpened and critical sense of aesthetics and skills in communication through advertising media and elements	30	x	x	
3	Apply advertising theories to the design and production of communication projects	30	x	x	x

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 real-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.

Teaching and Learning Activities (TLAs)

TLAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures & class discussion	Class discussions and reflections on topics such as integrated marketing communication, branding and brand equity, message appeals, persuasion, consumer reaction, campaign planning and management, intercultural and international advertising, advertising media planning, and others through evaluating the related theories and working on case studies	1, 2	2 (for 12 weeks)

2	Exercises and tasks	Exercises and creative tasks detecting, analysing and addressing advertising issues through individual, pair and group activities in class and out of class	1, 2	1 (for 12 weeks) + Out-of-class time
3	Projects	Exercises and creative tasks detecting, analysing and addressing advertising issues through individual, pair and group activities in class and out of class	3	1 (for 12 weeks) + Out-of-class time

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Assignments	1, 2	20	
2	Creative Project: Task 1: Proposal	1, 2, 3	30	
3	Creative Project: Task 2: Presentation	1, 2, 3	10	
4	Participation	1, 2, 3	10	
5	Quizzes	1	30	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Assignments

Criterion

Demonstrate capacity for assessing the strengths and weaknesses of an advertising program, and offer unique and innovative insights. Written and oral presentations should be of professional quality.

Excellent (A+, A, A-)

Demonstrated excellent ability to analysing advertising cases with theories and principles taught in class

Good (B+, B, B-)

Demonstrated good ability to analysing advertising cases with theories and principles taught in class

Fair (C+, C, C-)

Demonstrated adequate ability to analysing advertising cases with theories and principles taught in class

Marginal (D)

Demonstrated moderate ability to analysing advertising cases with theories and principles taught in class

Failure (F)

Fail to use the knowledge taught in the course in the project

Assessment Task

Creative Project

Criterion

Clearly explain the core of a marketing communication problem, understand the strengths and weaknesses of an advertising program in relation to its social context, show an ability to conduct primary and secondary research, and propose an advertising plan that is creative and has the potential to be effective. Written and oral presentations should be of professional quality.

Excellent (A+, A, A-)

Demonstrated excellent ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions and propose feasible and creative solutions

Good (B+, B, B-)

Demonstrated good ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions and propose feasible and creative solutions

Fair (C+, C, C-)

Demonstrated adequate ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions and propose feasible and creative solutions

Marginal (D)

Demonstrated moderate ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions and propose feasible and creative solutions

Failure (F)

Fail to use the knowledge taught in the course in the project

Assessment Task

Participation

Criterion

Attend all classes and participate in class discussions and in-class exercises

Excellent (A+, A, A-)

Highly active, constructive, and meaningful participation in and contribution to in-class activities

Good (B+, B, B-)

Active, constructive, and meaningful participation in and contribution to in-class activities

Fair (C+, C, C-)

Adequate participation in and contribution to in-class activities

Marginal (D)

Moderate participation in and contribution to in-class activities

Failure (F)

Little participation in and contribution to in-class activities

Assessment Task**Quizzes****Criterion**

Demonstrate knowledge of the advertising industry and its processes and principles. Understand relevant research methods and theories that lead to effective decision-making.

Excellent (A+, A, A-)

Comprehensive understanding of the course materials

Good (B+, B, B-)

Good understanding of the course materials

Fair (C+, C, C-)

Adequate understanding of the course materials

Marginal (D)

Moderate understanding of the course materials

Failure (F)

Fail to demonstrate basic understanding of the course materials

Part III Other Information

Keyword Syllabus

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

Reading List**Compulsory Readings**

Title	
1	Moriarty, S., Mitchell, N., and Wells, W. (2015). Advertising & IMC: Principles and Practice, 10th Global Edition. Pearson.
2	Arens, W. F., M. F. Weigold., & C. Arens (2011). Contemporary Advertising & Integrated Marketing Communications (13th edition). McGraw-Hill
3	David Bordwell and Kristin Thompson (2012) Film Art: An Introduction (10th ed.). McGraw Hill
4	Nicholas T. Proferes (2008) Film Directing Fundamentals. (3rd ed.). Focal Press, Elsevier
5	Gustavo Mercado (2011) The Filmmaker's Eye. Focal Press, Elsevier
6	Steven D Katz (1991) Film Directing Shot by Shot. Michael Wiese Productions

Additional Readings

Title	
1	Barnes, Susan B. (2009). Visual Impact: The Power of Visual Persuasion. Cresskill, N.J.: Hampton Press.
2	Berger, A. A. (2008). Seeing is Believing: An Introduction to Visual Communication. New York: McGraw Hill.
3	Jamieson, H. (2007). Visual Communication: More than Meets the Eye. Bristol: Intellect Books.

4	Parente, Donald (2006). Advertising Campaign Strategy: A Guide to Marketing Communication Plans (4th edition), Thomson South-Western.
5	Smith, K. et al. (Eds.). (2005). Handbook of Visual Communication: Theory, Methods, and Media. Mahwah, N.J.: L. Erlbaum.
6	Sutherland, M. (2008). Advertising and the mind of the consumer. Allen & Unwin
7	Williams, R., & J. Newton (2007). Visual Communication: Integrating Media, Art, and Science. New York: Lawrence Erlbaum Associates.