

COM4414: BROADCAST ADVERTISING

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Broadcast Advertising

Subject Code

COM - Media and Communication

Course Number

4414

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

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to teach students the principles, practices and skills in broadcast advertising. It examines various broadcast communication channels, delivery strategies and advertising media that are used to inform potential customers

about products, services and ideas. It equips students with knowledge of and skills in the conception, creation, production and pitching of broadcast advertising. Topics include an overview of the commercial industry in the Greater China region and worldwide, development of advertising concepts, scriptwriting and storyboarding, and production of broadcast commercials.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge of the broadcast advertising industry in Greater China and worldwide	x	x	
2	Articulate factors that influence the production of broadcast advertising in a cross-cultural environment	x	x	
3	Evaluate the effectiveness of television and radio commercials	x	x	
4	Conceive broadcast advertising ideas and present storyboard	x	x	x
5	Copy-write television commercials	x	x	x
6	Organize, cast and budget for production of broadcast advertising	x	x	x
7	Shoot television commercials on location and set	x	x	x
8	Edit commercials with special effects	x	x	x
9	Sell broadcast commercials	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	<ul style="list-style-type: none"> - Study through lecture the development of the broadcast advertising industry in Greater China and worldwide - Analyze the factors that influence the production and marketing of broadcast advertising in a cross-cultural environment through case studies - Investigate political, economic and cultural forces that affect the making of broadcast commercials 	1, 2, 3, 4, 5, 6, 7, 8, 9	1 week
2	<ul style="list-style-type: none"> - Study the principles of broadcast advertising - Examine and discuss classic cases 	1, 2, 3, 4, 5, 6, 7, 8, 9	2 weeks
3	<ul style="list-style-type: none"> - Brainstorm on broadcast advertising ideas - Present and critique advertising ideas in class - Prepare, produce and present storyboards in class 	1, 2, 3, 4, 5, 6, 7, 8, 9	2 weeks
4	<ul style="list-style-type: none"> - Study and practice copywriting for television commercials 	1, 2, 3, 4, 5, 6, 7, 8, 9	2 weeks
5	<ul style="list-style-type: none"> - Investigate the organization of the production of broadcast advertising - Practice budgeting for broadcast advertising - Study and practice casting strategies 	1, 2, 3, 4, 5, 6, 7, 8, 9	1 week
6	<ul style="list-style-type: none"> - Study shooting television commercials on location - Study shooting television commercials on a set - Plan, organize and shoot a television commercial (group projects) 	1, 2, 3, 4, 5, 6, 7, 8, 9	4 weeks

7		- Use computer and audio/visual equipment in the video-editing and audio recording/editing studios to: - Edit television commercials with animation - Edit television commercials with special effects	1, 2, 3, 4, 5, 6, 7, 8, 9	1 week
8		- Present the TV project and pitch them (in class)	1, 2, 3, 4, 5, 6, 7, 8, 9	1 week

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Quiz	1, 2	20	
2	Assignment	3	10	
3	Presentation	4, 5, 6	10	
4	Group project	7, 8, 9	60	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Quiz

Criterion

1.1 To test the understanding of the concepts and ideas being taught in class

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Assignment

Criterion

2.1 To apply what has been learned in class

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Presentation

Criterion

3.1 To practice in pitching the clients

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Project

Criterion

To produce a TV commercials by utilising what has been learned in classTo understand the importance of team building and team spirit

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Development of broadcast advertising in Greater China and the world; Elements of effective broadcast advertising; Cross-cultural broadcast advertising; Storyboarding and copywriting for broadcast commercials; Production of broadcast advertising; special effects of broadcast advertising; Selling of broadcast advertising.

Reading List**Compulsory Readings**

Title	
1	Aitchison, Jim (2002). Cutting-edge Commercials: How to Create the World's Best Radio Ads for Brands in the 21st Century. Singapore: Pearson Education.
2	Elin, Larry (2004). Designing and Production the Television Commercial. Boston: Mass.: Pearson/Allyn and Bacon.
3	Jones, John P. (2000). International Advertising: Realities and Myths. London: Sage Publications Inc, UK.
4	Zeigler, Sherilyn K. & Howard, Herbert H. (1990, or the latest). Broadcast Advertising: A Comprehensive Working Textbook (3rd ed.). Iowa State University Press: U.S.A.

Additional Readings

Title	
1	Harte, Lawrence. (2010) TV Advertising: Business, Technology, and Systems. Althos Publishing.