

Objectives

The course covers the context in which advertising is employed providing students with a thorough knowledge of advertising and a practical understanding of the techniques and practices used in the advertising industry. Specifics include, writing an advertising plan, media strategy, and creative development.

Methods of assessment

Assessment type	Notes	% of formal assessment
First exam	33% multiple choice/67% essay questions	%30
Group project	Project	%15
Class activities		%5
Final exam	50% multiple choice /50% essay questions	%50
Total percentage (Assessment Coursework)		100.00

		Self-reading topics
Week 1	Introduction	
	Introduction	
	Ch2 (48-55is not included)	(pages 48-55)
Week 2	Ch2	
	Ch2	
	Ch1	Page 27
Week 3	Ch1	
	Ch1	
	Ch1	
Week 4	Ch4	pages 109-123
	Ch5	
	Ch5	
Week 5	Ch5	

	Ch5	
	Ch8	
Week 6	Ch8	
	Ch8	
	Ch8	
Week 7	Ch9	
	Ch9	
	Revision class	
Week 8	Ch9	
	Ch9	
	Midterm exam	
	Ch13	
Week 9		
	Ch13	
	Ch13	
Week 10		
	Ch15	
	Ch15	
Week 11		
	Ch15	
	Ch18	pages 539-541,553-556
Week 12		
	Ch18	
	Ch19	
	Ch18 (project deadline)	
	Ch19(project deadline)	

Week 13	Ch20)	buying billboard 581,measuring billboard 583,a case study 584,591-
	Ch20	
	Ch20	
	presentation	
Week 14	presentation	
	presentation	
	presentation	
	presentation	
	presentation	
Week 15	presentation	
	presentation	