

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2024/25**

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**Part I Course Overview**

<b>Course Title:</b>	Advertising Production and Management
<b>Course Code:</b>	COM5401
<b>Course Duration:</b>	One Semester
<b>Credit Units:</b>	3
<b>Level:</b>	P5
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> (Course Code and Title)	Nil
<b>Precursors:</b> (Course Code and Title)	Nil
<b>Equivalent Courses:</b> (Course Code and Title)	Nil
<b>Exclusive Courses:</b> (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 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.*

### 3. Learning and Teaching Activities (LTAs)

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

LTA	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"> <li>• acquire knowledge of the concepts, values, and development of advertising and branding.</li> <li>• develop their analytical and critical capabilities to discuss advertisements in different cultural and social contexts</li> <li>• apply the theoretical knowledge to create advertising campaigns.</li> </ul>	✓	✓	✓	
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	✓	✓	✓	
Quiz	Assess students' understanding of course materials and lectures	✓	✓	✓	
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%					
Quiz	✓	✓	✓	30%	
Creative Project: Students design an innovative campaign for a product.	✓	✓	✓		
Task 1: Innovation				25%	
Task 2: Execution				20%	
Task 3: Presentation				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.	✓	✓	✓	15%	
Examination: NA					
				100%	

## 5. Assessment Rubrics

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

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Quiz	Critical thinking, innovative insights, understanding of course materials and lectures	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

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Quiz	Critical thinking, innovative insights, understanding of course materials and lectures	Comprehensive understandings of the course materials	Adequate understandings of the course materials	Moderate understandings of the course materials	Fail to demonstrate basic understandings of the course materials
2. Creative Project	Creativity, originality, organization, visual presentation	Strong evidence of ability to create an original and creative advertising project with theoretical, practical, technical, and aesthetic values	Adequate evidence of ability to create an original and creative advertising project with theoretical, practical, technical, and aesthetic values	Some evidence of ability to create an original and creative advertising project with theoretical, practical, technical, and aesthetic values	Fail to create an original and creative advertising project with theoretical, practical, technical, and aesthetic values

3. Attendance and participation	Attend class and engage in class activities	Highly active, constructive, and meaningful participation in and contribution to in-class activities	Adequate participation in and contribution to in-class activities.	Moderate participation in and contribution to in-class activities	No participation and contribution
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More specific grading criteria for selected assessment task/activity is as follow:

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 <sup>th</sup> 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.)*

1.	Armstrong, G., & Kotler, P. (2005). <i>Marketing: An Introduction</i> (7 <sup>th</sup> ed.). New Jersey: Pearson/Prentice Hall.
2.	Belch, G. E., & M. A. Belch (2007). <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i> (7th ed.). Boston, Mass.: McGraw-Hill/Irwin.
3.	Blackwell, R. D., P. W. Miniard, & J. F. Engel (2006). <i>Consumer Behavior</i> (10th 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> (7th ed.). New Jersey: Pearson/Prentice Hall.