

# COM2401: FUNDAMENTALS OF ADVERTISING

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## 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 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.

### 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 |
|---|---|----------|---------------|---------|
| 1 | Assignments                               | 1, 2     | 20            |         |
| 2 | Creative Project:<br>Task 1: Proposal     | 1, 2, 3  | 30            |         |
| 3 | Creative Project:<br>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

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**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

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**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. |