MN5560 – CREATIVE MARKETING COMMUNICATIONS

MODULE TYPE/SEMESTER: Option (20 credits), Semester 2

MODULE CO-ORDINATOR: Mr William Barlow

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AIMS:
- To provide you with the knowledge and skills required to manage the development of marketing communications campaigns, and specifically within an advertising agency context.
- To introduce you to the contemporary marketing communications landscape, including the relationship between advertising agencies and clients, and the societal implications of advertising practices.
- To develop your knowledge and understanding of the role played by key communications tools, and how these can be integrated effectively.
- To provide you with analytical frameworks and practical insights to guide you through the process of planning and evaluating marketing communications campaigns.

METHOD OF TEACHING AND LEARNING:
Lectures, tutorials, group activities and independent study

LEARNING OUTCOMES:
On completion of the module you should be able to:
- Explain the roles which advertising can play in contemporary integrated marketing communications
- Explain the process of advertising planning
- Describe the contemporary context in which advertising is undertaken and the challenges which this poses for practitioners
- Explain different theories concerned with how advertising works
- Describe a range of concerns about advertising’s role in society and outline the industry’s typical response to those concerns
INDICATIVE TOPIC OUTLINE:

- **Week 1**  The nature and role of marketing communications
- **Week 2**  Inside the marketing communications industry
- **Week 3**  Understanding how audiences respond to marketing communications
- **Week 4**  Creativity and the creative brief
- **Week 5**  Crafting the advertising message
- **Week 6**  Media (1): principles and planning
- **Week 7**  Media (2): social, search and other interactive media
- **Week 8**  Life beyond advertising: PR and sponsorship
- **Week 9**  Life beyond advertising: Sales Promotions and Exhibitions
- **Week 10**  Ethics in and regulation of marketing communications
- **Week 11**  Film: “Art & Copy”

ASSESSMENT:

This module is assessed by means of three units of assessment: an individual essay (worth 30% of the module grade), a group project (worth 20% of the module grade) and an extended piece of individual writing (worth 50% of the module grade).

READING LIST:

You are not expected to buy a textbook for this module.

All reading for the module is available in electronic form. A full list of reading for the module is contained within the module’s electronic reading list, which may be accessed via the “reading lists” link in the “student essentials” section of the University Library’s homepage.

*Course descriptions apply to the period of dual-mode delivery in the academic year 2020/21. Organisation of courses may be subject to change without notice.*