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, student-facilitated seminars, 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** | **Topic**
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1. | The nature and role of marketing communications
2. | Ethics in and regulation of marketing communications
3. | Inside the marketing communications industry
4. | Understanding how audiences respond
5. | Getting to the creative brief
6. | Creativity and the advertising message
7. | Media planning: delivering the message
8. | Life beyond advertising, part 1
9. | Life beyond advertising, part 2
10. | “Creative Pitches” (student presentations)
11. | Current issues in marketing communications

**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 writing on an aspect of the student-facilitated seminar programme (worth 50% of the module grade).

**READING LIST:**
The ‘core text’ for this module is:


In practice, it will be necessary to undertake significantly more reading than is listed as core reading. Some additional reading will be identified each week via Moodle but it is advisable to engage also in some independent reading.

In addition to engaging in reading in support of the lecture programme, you are expected to read all of the articles being explored in the seminar programme.