MN4242 – ADVERTISING & MARKETING COMMUNICATIONS

MODULE TYPE/SEMESTER: Honours/Option (20 Credits)/Semester 1

PRE-REQUISITE(S): MN2001 and MN2002

MODULE CO-ORDINATOR: Mr William Barlow

CONTACT DETAILS: Mr William Barlow
wb21@st-andrews.ac.uk
01334 46(2877)

AIM:
Advertising is a permeating creative presence in developed economies, and an important, evolving part of organisations’ marketing programmes. The module aims to develop an understanding of advertising as an element in the integrated marketing communications mix, of how the advertising planning and creation process is practised and managed, and of the range of issues affecting decision-making in this area.

METHOD OF TEACHING & LEARNING:
- Lectures
- Tutorials
- Group and Independent Study

LEARNING OUTCOMES:
By the end of the module, students should be able to:
- explain the roles which advertising plays in contemporary integrated marketing communications
- explain the process of advertising planning
- describe the contemporary context in which advertising is undertaken and the challenges which it 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
- analyse how different approaches to branding, creative work, media planning and advertising research may influence advertising effectiveness
- analyse advertising situations and examples using theoretical frameworks presented in the course
- compare, contrast and apply different theories and models of how advertising works
- compare, contrast and reflect on different perspectives on advertising’s role in society
• communicate and exchange ideas, in both large group and small group settings
• employ analytical and problem-solving skills
• negotiate their own and others’ contribution to an assessed project, in terms of the material to be covered, the approach to be adopted, and the structure and content of the “deliverable”.
• plan, organise and prioritise work effectively to meet course requirements.
• explain the structure of the advertising industry, the main functions and relationships within it, and current developments within the industry
• offer a critical account of the process and context of integrated marketing communications planning, informed by both practitioner and academic literature on advertising
• identify and evaluate alternative marketing communications strategies in light of an organisation’s marketing environment, objectives, and target markets.
• evaluate advertising effects from different managerial and critical perspectives
• locate and use appropriate advertising resources (traditional and on-line) to research particular issues concerning advertising theories and practices
• write a creative brief in an appropriate format and justify the proposed approach
• communicate and exchange ideas in both large group and small group settings;
• employ analytical and problem-solving skills;
• work individually and as part of a team in the development of a planning document;
• reflect on their own values with respect to ethical practice.

INDICATIVE TOPIC OUTLINE:

Lecture Topics per week:

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPIC(S)</th>
<th>CORE READING</th>
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<tr>
<td></td>
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<td>(all from Fill and Turnbull, 2013)</td>
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<tr>
<td></td>
<td></td>
<td><strong>pp 3-36 (Ch.1)</strong></td>
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<td><strong>pp 323-352 (Ch.10)</strong></td>
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<tr>
<td>1</td>
<td>The nature and role of marketing communications</td>
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<td>2</td>
<td>Inside the marketing communications industry</td>
<td><strong>pp 211-251 (Ch.7)</strong></td>
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<td>Industry players</td>
<td>plus to be advised</td>
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<td>Inside the advertising agency</td>
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<td>3</td>
<td>Understanding how audiences respond</td>
<td><strong>pp 37-70 (Ch.2)</strong></td>
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<td><strong>pp 71-112 (Ch.3)</strong></td>
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<td><strong>pp 113-145 (Ch.4)</strong></td>
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<td>plus to be advised</td>
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<td>4</td>
<td>Getting to the creative brief</td>
<td><strong>pp 149-179 (Ch.5)</strong></td>
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<td><strong>pp 180-210 (Ch.6)</strong></td>
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<td>5</td>
<td>Creativity and the advertising message</td>
<td><strong>pp 355-387 (Ch.11)</strong></td>
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<td><strong>pp 546-586 (Ch.17)</strong></td>
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<td>6</td>
<td>Independent Learning Week</td>
<td>To be advised</td>
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</table>
7 Media (1): principles and planning pp 587-620 (Ch.18)
    pp 658-690 (Ch.20)
8 Media (2): social, search and interactive media pp 621-657 (Ch.19)
    plus to be advised
9 Life beyond advertising (parts 1 and 2)
    Public relations pp 388-421 (Ch.12)
    Sponsorship pp 422-449 (Ch.13)
10 Life beyond advertising (parts 3 and 4)
    Sales promotion pp 485-516 (Ch.15)
    Exhibitions pp 517-545 (Ch.16)
11 Ethics in and regulation of marketing communications To be advised

ASSESSMENT:
Module MN4242 is assessed entirely by coursework, involving three units of assessment, as follows:

- Individual essay, of not more than 2,500 words, involving critical exploration of an issue of relevance to marketing communications 30%
- Group report of not more than 3,000 words, replicating an aspect of the work of the planning function in an ad agency. 20%
- Individual assignment, of not more than 4,000 words, involving case study analysis of a brand’s marketing communications activities. 50%

Groups for the group report will be largely self-selecting, with group sign-up being administered through the module co-ordinator. The module co-ordinator reserves the right to allocate and re-allocate group membership.

CORE READING LIST:
The lecture programme above lists ‘core reading’ for each week, taken mostly from:


The core reading is the absolute minimum you are expected to cover each week in support of the lecture programme, and you should ensure that you have sufficient access to a copy of this book, or to a copy of a comparable book.

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.