

Unit Title	Advertising and Promotion
Programme(s)/Course	BABS
Level	6
Semester	2
Ref No:	BBM-6-APR
Credit Value	20 CAT Points
Student Study hours	Contact hours: 60 Student managed learning hours: 140
Pre-requisite learning	Level 5 Marketing Management and Strategy
Co-requisites	None
Excluded combinations	None
Unit Coordinator	Kim Roberts
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Parent Department	Department of Management
Parent Course	BABS/BABA
Description [100 words max]	This unit provides students with insights into theories and practice of advertising and promotion. The emergence of an integrated approach to marketing communications as a result of growing global competition and the significant shift in marketing philosophy from transaction to relationship marketing is addressed. Critical understanding and application of emerging theories in this rapidly changing discipline is vital for students entering the business world. Techniques, models and tools are provided to enable to development and evaluation of appropriate and creative campaigns which communicate effectively to the many and varied audiences, of both domestic and international markets.
JACS Code	
Aims	This unit aims to build upon basic marketing knowledge and skills provided in the Level 2 business programme unit in Marketing to enable students to understand, create and monitor a marketing communications campaign in this rapidly changing specialist discipline. The unit seeks to encourage the development of original and creative responses to problems and issues arising as a result of these changes,

	<p>with an emphasis on cultural diversity and ethical issues.</p> <p>The unit aims to develop the cognitive skills required to make effective decisions both collaboratively and individually, by fostering philosophical debate, critical analysis and assessment of organizational marketing communications needs in the growing global climate.</p>
<p>Learning outcomes</p>	<p>Knowledge and Understanding:</p> <ol style="list-style-type: none"> 1.The nature, structure, function and operations of the advertising and promotion industries in the UK and worldwide, in a rapidly changing macro and micro environment. 2.Complex marketing communications needs which differ across markets and geographical boundaries and the marketing communications techniques, models and methodologies which are used to manage such complexities. 3.The role played by advertising and promotional activities in effectively executing the corporate objectives of various types of organizations. 4.How to provide synergistic marketing communications campaigns; acquiring knowledge of research and evaluation methods to enable decision making in planning appropriate campaigns 5.Appreciate the impact of advertising and related activities on society, the ethical dilemmas which often arise in this field of marketing and the way controls, to regulate their use, are instituted in various countries. <p>Intellectual Skills:</p> <ol style="list-style-type: none"> 1. Synthesise emerging theory and current industry information in the communications process with critical awareness, creativity and autonomy. 2. Apply appropriate communication theory to given marketing communications contexts and have the ability to understand and critically analyse both implicit and explicit evidence in order to argue alternative approaches. 3. Evaluate campaigns to establish levels of effectiveness, efficiency, enhancement and economy through conceptual understanding 4. Research and interpret marketing information relevant to the development of a marketing communications strategy project. <p>Practical Skills:</p> <ol style="list-style-type: none"> 1. Enhance numerical skills through budget costing and planning for a campaign which addresses both creative and media agency activities and for conceptual evaluation of the effort through

	<p>statistical analysis</p> <ol style="list-style-type: none"> 2. to employ business, communication and technical skills (including IT) acquired in research and planning for a marketing communications campaign. 3. Improve creative skills in order to persuasively communicate effective campaign appeals <p>Transferable Skills:</p> <ol style="list-style-type: none"> 1. Develop technical IT skills and be able to work with a variety of multi-media in persuasive oral presentations. 2. Develop reflective thought through participation of group presentations and seminar debates with emphasis on negotiation and conflict handling to secure effective team work and understand and embrace the concepts of self-awareness, self-evaluation and the benefits of learning from others 3. Demonstrate independent learning capabilities and problem solving through critical analysis and evaluation of current issues through case study work and problem based assessments, in a timely manner. 4. Demonstrate effective written communications skills in both report and essay formats
Employability	<p>Regardless of size or nature, all companies require a variety of advertising and promotion campaigns. The knowledge gained from this unit will help students wishing to work directly in the advertising and promotion industry; other marketing departments or in any business discipline. <i>“The student who understands it (advertising and promotion) will be a highly prized asset to any organisation”.</i> (Pickton & Broderick.2005).</p>
Teaching & Learning Pattern	<p>Each week will comprise:</p> <ol style="list-style-type: none"> 1. 2 hour lecture 2. 1 hour seminar/workshop <p>Teaching of this unit will be based upon multi-media lectures employing PowerPoint presentations with hyperlinked visual materials; video and sound recordings to display advertisements and promotional examples. Many lectures include student participation through the use of hard copy materials and exercises linked to “real” case studies or sound bites which foster debate, comment and opinion.</p> <p>Seminars are designed to be student led. They include “creative”</p>

	<p>exercises, small group discussions and large group debates addressing current issues within the industry worldwide. Seminars are also intended to monitor progress of group coursework. As ideas are established for group oral assessments, students will receive guidance from the teaching team in order to complete both the group work presentation and individual written report, through planned formative seminar assessments.</p> <p>Students will also be required to discuss case studies based on past examination papers during seminars in order to consolidate theory acquired in the lectures.</p> <p>Therefore, it will be necessary for students to spend considerable time each week on undertaking reading, researching and obtaining the necessary data required for the coursework assignment, meeting with fellow group members to prepare coursework and to prepare case studies for discussion the following week as indicated in the seminar/workshop section of the weekly teaching and learning programme.</p> <p>A range of blended learning techniques will also be implemented using blackboard to further support teaching and learning. These will involve individual reading and those intended to support group work. Students will be involved in activities such as outdoor marketing communications tracking exercises.</p>
<p>Indicative content</p>	<p>Introduction to forms of advertising and promotion worldwide.</p> <p>Place in marketing communications mix. The process of communication. Various communications models and their appropriation according to consumer decision making efforts.</p> <p>How advertising may work. Legal controls over advertising - UK and international. The advertising industry. The 3-sided relationship - the client, the agent and the media owner.</p> <p>The promotional appropriation, methods of setting and allocating. Control of the appropriation. Systems of remuneration.</p> <p>Media planning and buying - criteria used. Timing of promotional expenditure and scheduling.</p> <p>How a campaign is built. Supporting services - the consultant, the design studio, and the printer, film, TV and radio studios. Their relationships and liaison procedures. Additional factors when planning a global or international advertising campaign.</p> <p>Media available for advertising: press, TV, radio, outdoor, transport,</p>

	<p>cinema, direct mail, newly developing media - with special emphasis on informational technology in global and international advertising - and additional methods, their characteristics and relationship with advertising and sales promotion. Social Media and consumer power.</p> <p>Sales promotion methods available and their relationships. Factors affecting the type of promotion used in the UK and internationally and their timings. Below-the-line expenditures and costs to be taken into account. Criteria for evaluating campaigns. Measuring advertising promotional effectiveness.</p>
<p>Assessment method (Please give details – elements, weightings, sequence of elements, final component)</p>	<p>Coursework 40%</p> <p>The coursework is divided into two elements.</p> <p>The first will account for 10% of the overall mark and is a 10 minute group presentation.</p> <p>The second accounts for 30% of the overall mark and is an individual report.</p> <p>Examination 60% (Unseen Case study)</p> <p>Assessment of this unit will be applied in accordance with the University's assessment regulations i.e. at least 40% for the unit overall with a minimum mark of 30% required for each of the two components (examination and coursework)</p>
<p>Indicative Reading</p>	<p>CORE READING:</p> <ul style="list-style-type: none"> • Fill C (2009) <i>Marketing Communications: Contexts, Contents and Strategies</i>, (5th Ed), Essex Prentice Hall. <p>OR</p> <ul style="list-style-type: none"> • Pickton D & Broderick A (2005) <i>Integrated Marketing Communications 2nd Ed</i> Essex Prentice Hall <p>OPTIONAL READING:</p> <ol style="list-style-type: none"> 1. De Pelsmaker P, Geuens m & Van de Burgh J (2010) <i>Marketing Communications a European Perspective 4th Ed</i> FT Essex Pearson Education 2. Egan J (2007) <i>Marketing Communications</i> London Thomson Learning 3. Lane R, King K & Russell T (2011) <i>Kleppner's Advertising Procedure 18th Ed</i> N. Jersey Prentice Hall

	<ol style="list-style-type: none"> 4. Mackay A (2005) <i>The Practice of Advertising 5th Ed</i> Butterworth Heinemann 5. Moriarty S, Mitchell N and Wells W (2009) <i>Advertising Principles and Practice 8th Ed</i> London Pearson Education Inc. 6. O'Shaughnessy J and O'Shaughnessy N J (2004) <i>Persuasion in Advertising</i> Routledge 7. Percy L & Elliott R (2009) <i>Strategic Advertising Management 3rd Ed</i> Oxford University Press 8. Rossiter, J.R. and Bellman, S. (2005) <i>Marketing Communications: Theory and Practice</i>. Pearson Education, Australia. 9. Shimp, T. (2007) <i>Integrated Marketing Communications in Advertising and Promotion 7th Ed</i>. USA Thomson South Western 10. Smith PR & Taylor J (2004) <i>Marketing Communications 4th Ed</i> Kogan Page 11. Yeshin T (2006) <i>Advertising</i> Thomson Learning
<p>Other Learning Resource:</p>	<p>Journals:</p> <ul style="list-style-type: none"> Admap British Rate and Data (BRAD) Broadcast Harvard Business Review Campaign Creative Club International Journal of Advertising Journal of Advertising Research Journal of Marketing Communications Journal of the Market Research Society Marketing Marketing Week Media Week PR Week

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