

UNITED STATES INTERNATIONAL UNIVERSITY

JRN 4033: ADVERTISING AND MEDIA AUDIENCES COURSE SYLLABUS&OUTLINE

**1. COURSE DESCRIPTION**

What the course entails:

This is a senior course.

- ✓ It addresses the professional meaning and purpose of Advertising and Media Audiences.
- ✓ It explores the philosophical and professional concerns of modern advertising vis-a-vis target audiences.
- ✓ It examines - in extreme detail - the various advertising techniques that are popularly used in contemporary times with dynamic audiences in mind.
- ✓ It highlights the corporate effect that advertising has on various audiences. It explores the demographic characteristics of various target groups and how advertisers should strategically consider such characteristics when designing adverts.
- ✓ It identifies what channels and media (demographics, psychographics & geodynamics), language and dialect, frequency and timing, methods and strategies and most effective to particular target audiences.
- ✓ It recommends techniques of establishing the effects of adverts on target groups.

**2. COURSE REQUIREMENTS**

- a) Regular and timely attendance of lectures.
- b) Active and regular participation in class discussions, seminars and symposia.
- c) Timely completion and submission of class assignments.
- d) Writing one Continuous Assessment Test, the Mid-Quarter Examination and the Final Examination.

- e) Producing a persuasive advert intended for a particular audience during the 12<sup>th</sup> and 13<sup>th</sup> week of the semester.

### 3. COURSE LEARNING OUTCOMES

At the end of this course, the student should be able to:

- a) Identify demographic characteristics to be considered when designing an advert for various target audiences.
- b) Design persuasive adverts for various target audiences.
- c) Draft shooting scripts for adverts intended for local and international audiences.
- d) Produce adverts intended for radio, television or film audiences.
- e) Competently critique and advice on the suitability any advert for a particular audience.
- f) Provide both theoretical and practical consultancy for advert production.

### 4. INTRODUCTION AND COURSE EXPECTATIONS

By the End of this course, students will have an understanding of writing for the visual media with emphasis on advertising and media audiences. The screen language professional script format, writing and developing a story, plot, theme, characterization, dialogue, sound, music, setting scenes, writing a television documentary, television news, sports and editorial commentaries. The story board audience, reader/producer considerations. Introduction to Broadcast media, Radio and Television. Types of writing for broadcasting and advertisements; programmes writing; talk shows, features and documentaries. Writing stages, Data gathering and recording, pre-writing and planning, Drafting and outlining, editing and re-writing. Audience consideration, writing for children and other varied audiences/diverse audiences. Writing for listening, seeing and audio-visuals, Extensive reading for writing purposes; sports, music, gender, politics environment etc. writing commercials. Persuasion entertainment, information dissemination and education. Writing dialogues, critique and analyzing information.

### 5. COURSE CONTENT AND BREAKDOWN PART ONE: THEORETICAL AND PHILOSOPHICAL PERSPECTIVES TO ADVERTISING

#### WEEK 1:

Essentials of Advertising:

- What is advertising?
- Advertising as an art.
- Advertising as a business.
- Advertising as a corporate communications tool.
- Advertising as a Media Necessity.

- Advertising for Entertainment.

## WEEK 2

Why we engage in Advertising:

- Advertising for Persuasion.
- Advertising for Announcements.
- Advertising to Educate.
- Advertising to Set Agenda.
- Advertising to Warn.

## WEEK 3

Types and Genres of Adverts:

- Newspaper and Magazine Adverts.
- Internet and Web Adverts.
- Television, Video and Film Adverts.
- Adverts for alternative Media.
- Adverts for Traditional Media.

## WEEK 4

Professional Features of Adverts:

- Truth
- Captivation
- Visual-Graphic Effect
- Persuasiveness
- Length
- Clarity

## WEEK 5

Continuous Assessment Test (1)

## WEEK 6 & 7

Professional Concerns for Advertising:

- Legal Concerns.
- Ethical Concerns.

- Duration.
- Frequency.
- Balance between news content and Adverts.
- Costing.
- Timing.
- Appropriate Media and Channel.

## WEEK 8

### MID- QUARTER EXAMINATIONS

### PART TWO: THE SIGNIFICANCE OF AUDIENCES IN ADVERTISING

## WEEK 9 & 10

Audience Segmentation:

- Audiences by Region
- Audiences by Ethnic Origin
- Audiences by Religion
- Audiences by Age
- Audiences and Professional Levels
- Audiences and Educational Levels

## WEEK 11

The Linkage between audience Characteristics and Adverts:

- Convenience
- Tastes and Preferences
- Accessibility
- Language
- Cultural and Traditional Values
- Critical thought and Analytical Ability
- Selective and non-selective exposure

## WEEK 12

### RESEARCH AND PRACTICAL ENGAGEMENTS

WEEK 13

CLASS PRESENTATIONS

WEEK 14

END-SEMESTER EXAMINATIONS

1. 5. EVALUATION CRITERIA

TASKS	MARKS
CLASS ATTENDANCE AND PARTICIPATION	10%
ASSIGNMENTS, CAT(1) & PRESENTATIONS, PRACTICALS	60%
MID-QUARTER EXAMINATION	15%
END-SEMESTER EXAMINATION	15%
TOTAL	100%

1. 6. GRADING CRITERIA

90% - 100%	-	A
87% - 89%	-	A-
84% - 87%	-	B+
80% - 83%	-	B
77% - 73%	-	B-
74% - 76%	-	C+
70% - 73%	-	C
67% - 69%	-	C-
64% - 66%	-	D+
62% - 63%	-	D
60% - 61%	-	D-
00% - 59%	-	FAIL

#### 1.7. RECOMMENDED READINGS - COURSE TEXTS (REFERENCES)

Arens, W.F. *Contemporary Advertising* 9<sup>th</sup> edition. Boston: McGraw - Irwin, 2004

Belch, G.E. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. Boston: McGraw - Irwin, 2007.

Caramazza, G. *News Reporting and Broadcasting*. Nairobi: Don Bosco Printing Press, 2002

Hilliard, R.L. *Writing for Television, Radio and New Media* (9<sup>th</sup> Edition). USA: Thomas Wadsworth, 2001.

Jefkins F. *Advertising*. London: Pitman Publishing, 1994.

Jewler and Drewniany. *Creative Strategy in Advertising*. Belmont: Thomas Wadsworth, 2005.

Jones J.P. *How to Build Strong Brands*. London: Thousand Oaks, 1999.

Newsom, D. , Scott, A and Turk, J. V. *This is PR: The Realities of Public Relations* (5<sup>th</sup> Edition). California: Wadsworth, Inc., 1992.

Ruddock, A. *Understanding Audiences: Theory and Method*. New Delhi: SAGE Publications Ltd., 2005.

Schultz D. *Strategic Advertising Campaigns* (2<sup>nd</sup> Edition). Chicago: Crain Books, 1984.

Zinkham A. *Consumers*. Boston: McGraw - Irwin, 2004.

ENDS