

READING LIST

Essential

Belch, G.E. (2003) Advertising and Promotion: an Integrated Marketing Communications perspective, Maidenhead: McGraw Hill

Burtenshaw,K. Mahon,N. & Barfoot,C. (2006) The Fundamentals of Creative Advertising, London AVA Publishing

Forceville, C. (1996) Pictorial Metaphor in Advertising, London, USA: Routledge

Hegarty, J. (2014) Hegarty on Creativity There Are No Rules, London, Thames and Hudson

Hegarty, J. (2011) Turning Intelligence into Magic, London Thames and Hudson

Kress, G. & Leeunen, T.V. (1966) Reading Images: The Grammar of Visual Design, USA London: Routledge

Lucas,G. & Dorrian,M. (2006) Guerilla Advertising Unconventional Brand Communication, London: Laurence King Publishing Ltd, 2006

Messaris, P. (1997) Visual Persuasion, The Role of Images in Advertising, USA: Sage Publications Inc.

Nevett, T.R. (1982) Advertising in Britain a History, Norwich: The History of Advertising Trust, Fletcher & Son Ltd.

Williamson, Judith (1995) Decoding Advertisements Ideology and Meaning and Advertising, London, New York: Marion Boyars

Recommended

Blythe, J. (2009) Principles and Practice of Marketing. Thomson Learning: London

Kotler, P. & Armstrong G. (2009) Principles of Marketing, 13th Ed, Pearson: Harlow

Brassington F. & Pettitt S. (2006) Principles of Marketing, 4th Ed, Prentice Hall: London

Background

Blythe, J. (2005) Essentials of marketing communications, Harlow: FT/Prentice Hall

Brassington, F. & Pettitt, S. (2003) Principles of Marketing, Harlow: FT/Prentice Hall

Dyer, G. (1982) Advertising as Communication, London: Routledge

Evamy, M. (2003) World without Words, London: Lawrence King

Ericson, E. & Phil, J. (2002) Design for Impact, Lawrence King, London

Hoffman, J. (1998) Visual Language: How We Create what We Say, Norton

Kitler, P. (2003) Marketing Management – International Edition, 11e, Upper Saddle River NJ: Pearson, Prentice Hall

Pickton, D. & Broderick A. (2004) Integrated Marketing Communications, Harlow: FT/Prentice Hall

Vienne, V. (2003) Chip Kidd, London: Lawrence King

Journals

Baseline, Creative Review, Design Week, Eye, European Journal of Marketing, Graphis, Journal of Marketing, Journal of Marketing Management, Journal of Marketing Research, Journal of Strategy Marketing, Marketing week, Monthly Marketer.

Useful Websites

http://adage.com	www.campaign.co.uk
www.clearchannel.co.uk	www.asa.org.uk
http://www.oohinternational.co.uk	www.wnim.co.uk
http://www.marketingweek.co.uk	www.shapetheagenda.com
www.dandad.co.uk	www.mad.co.uk
www.brandrepublic.co.uk	www.bized.com
www.word.co.uk	www.economist.com

Module Handbook 20/21



M4X02128
LEVEL 4
20 Credits

BA(Hons) Creative Advertising

ADVERTISING ENVIRONMENT

Caroline Jones & Ian Simmons

Semester 2

Monday 9.30am - 1.30pm

Teaching hours	Independent learning hours
48	152

MODULE AIMS

To facilitate acquisition of appropriate knowledge and understanding that determine effective solutions in terms of campaign development and evaluation. Enabling students to identify essential media platforms in the advertising environment giving consideration to ethics in the advertising message.

To enable students to identify and generate advertising communication outcomes as part of the marketing mix.

LEARNING OUTCOMES

- Upon the successful completion of this module, the student will be able to demonstrate the ability to:
1. Design an advertising campaign via an appropriate and considered visual means recognising ethical consideration of ‘the message’.
 2. Demonstrate understanding of the relative merits and demerits of a range of advertising media for use within the marketing mix.
 3. Demonstrate proficiency in the implementation of the formulation of the advertising message.

INDICATIVE CONTENT

- Forces in the marketing environment and consumer trends.
- Advertising as part of the marketing mix.
- Designing and implementing advertising strategies.
- Determining the merits and demerits of advertising media.
- Message formation and creative appeal.
- Campaign objectives and evaluation.
- Sustainable development in the context of the advertising environment.
- Ethics and the codes of practice.

ASSESSMENT CRITERIA

Assessment Component
100% (Essay equivalent 3000-4000 words)
Coursework: 100%
Assessment Portfolio of work

Detailed assessment criteria will be found on the reverse of each project brief.

Feedback

Feedback can be defined in two categories, formative and summative. Formative feedback can be given verbally or written and may take place in group critiques or one-to-one tutorials during the progression of the project and after its conclusion. Summative feedback will be given as written feedback at the end of a module.

The School Summer Exam Board takes place in June. The marks for this module will be submitted to this Board.

Feedback on project assessment will be given to the student within 20 working days of submission.

Please see the course handbook for details of the university policy on attendance and plagiarism.

DELIVERABLES

This portfolio would comprise of 3 projects: Ambient, OOH(billboard) and Direct Mail. Which will consist of; research and analysis of information gathered from various primary and secondary sources, visual development of concepts under investigation showing examples of divergent and convergent thinking in the form of a layout pad or sketchbook. It would show development pathways and the process of analysis through annotation and idea generation. Each project would include a presentation of the final solution. This could vary in format. It could include an audio/digital presentation, mounted concepts or an exhibition (digitalised for submission).

WEEK BY WEEK SCHEDULE

	Date	Content	Time	Online via Teams or Rm AD602
1	25th Jan	module intro OOH Billboard Advertising	9.30am	
2	1st Feb	intro Ambient Advertising		
3	8th Feb	Ambient Advertising / Billboard Advertising		
4	15th Feb	(YR3 VIVA) part unsupervised study		
5	22th Feb	Ambient Advertising / Billboard Advertising		
6	1st Mar	Ambient Advertising / Billboard Advertising		
7	8th Mar	Ambient & Billboard Advertising Formative Presentation		
8	15th Mar	(YR3 VIVA) part unsupervised study		
9	22nd Mar	Direct Mail		
	29th Mar	EASTER BREAK		
10	19th Apr	Direct Mail		
11	26th Apr	Direct Mail		
12	3rd May	MODULE SUMMATIVE DEADLINE		
13		ASSESSMENT		
14		ASSESSMENT		
15		ASSESSMENT		

SUMMATIVE DEADLINE 3rd MAY 2021

- 13.2.3 Extenuating Circumstances Procedures**
- (1) All claims for extenuating circumstances should be submitted to the Academic Office by the student as soon as possible and must be received by the Academic Office no more than 15 clear working days after the original date for submission of an assessment or the scheduled date of an examination. Claims submitted outside of this timeframe will not be considered unless there is independent evidence to show compelling reasons as to why the claim was not received in a timely manner. All claims must be made using the Extenuating Circumstances Form (Appendix GA1). Claims made by staff or other students on behalf of a student who is not aware of the claim him/herself cannot be accepted.
- (2) All claims must be supported by verifiable independent documentary evidence which clearly identifies the extenuating circumstances and their duration. All claims must be accompanied by evidence of the actual date of submission of an assessment in the form of an official submission receipt or confirmation from a member of staff that the assessment has been submitted. Where evidence is awaited, the student must provide an indication of the likely evidence and associated timescale for providing the evidence.
- 7.5 Assessment Submission**
- (5)Late submission penalties must be applied to work that is not submitted by the published deadline. Work which is submitted up to 1 week late will be capped at the minimum pass mark for the Level for first attempts and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only with the approval of the Extenuating Circumstances Panel (see Chapter 13 of the Academic Handbook).
- (6) Work submitted more than 1 week after the submission deadline will be considered as an invalid submission, will not be marked, and must be recorded as a non-submission.