

Creative Connections: Advertising & Marketing in Britain

Course Details

Course Designator & Number: LNDN 3531

Number of Credits: 3

Language of Instruction: English

Course Description

This course analyses the main forms of advertising and public relations techniques used by organisations to communicate with the various stakeholders of a business. It seeks to develop the theoretical constructs of the discipline and to develop analytical skills and managerial competencies that are needed to plan and control an integrated programme of communications within an organisation. Topics include consumer motivation and appeal, media structures and effectiveness, target audiences, print and broadcast production, budgeting and promotion mix planning. Students are required to design, cost and implement their own advertising campaign and to project the likely success rates of their efforts. The course will introduce students to the knowledge and skills required to create and implement integrated advertising and public relations activities.

Course Objectives

- To understand the theoretical context of advertising and public relations practices from both consumer and stakeholder perspectives.
- To think strategically in order to integrate advertising and public relations activities into the communications and marketing plan
- To plan Media and PR activities and evaluate their effectiveness
- To understand the environment within which communications are delivered and to understand the functions of specialist agencies.

Learning Outcomes

Knowledge

- Demonstrate an understanding of the underlying concepts of marketing communications and advertising and public relations in particular.
- Demonstrate an understanding of the structure of the advertising industry
- Demonstrate an understanding of the role of the advertising and communication process in shaping buyer behaviour and decision- making.

Thinking skills

- Evaluate communications planning and strategy within the context of the corporate and marketing planning frameworks.
- To critically analyse and evaluate effectiveness and efficiency of communication tools.

Subject based practical skills

- Ability to research and plan an advertising campaign including creative planning.
- Ability to develop a media plan and to integrate into a Marketing Communications plan.
- Ability to develop a public relations plan to integrate into a Marketing Communications plan.

Skills for life and work (general skills)

- Problem solving within planning framework.
- Interpersonal communication skills and time management both individual and within groups.
- Ability to communicate verbally and in writing.

Methodology

The teaching and learning strategy aims to encourage students to develop analytical, evaluative and critical patterns of thought. To achieve this a variety of teaching methods are used in order to offer a diversified approach to learning and to meet the differing needs of the students. This will include lectures, seminars, case studies and student led discussions/presentations.

The learning methods adopted in this module will enhance the competence of the participants in the following areas,

- Research techniques.
- Presentation skills.
- Team participation.
- Analytical and critical appraisal.

The class sessions will involve a blend of lectures, seminars, workshops and student led sessions. Pre-session readings will support the lecture material. Extensive use of group sessions, peer lectures and case studies will further develop appreciation, understanding and application of relevant concepts. Students will be expected to prepare for each session.

Indicative Content

- Contextual analysis of advertising/public relations within the context of the corporate marketing communications and marketing plan.
- Communications theory and information processing.
- Media planning
- Advertising/P.R. and its relationship to brand management..
- Critical evaluation of efficiency and effectiveness of communication tools.
- Research tools.
- Ethical considerations and the regulatory framework.
- The impact of technology.

Required Reading / Materials

Core text: Pickton.D. and Broderick, A, (2005) Integrated Marketing Communications, 2nd edition, Prentice Hall

It is suggested you buy any college level marketing communications / advertising book preferably Used. Just relate the content to our course

In addition there will selected articles which will be distributed in hard copy or electronically

Grading

CAPA Program and Instructor Policy

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work and class behavior. This means to gain full attendance you must attend all classes, you must not be late (unless with a valid reason) and you must be respectful of the professor and of other students by not talking/whispering in class when others are talking or presenting. Persistent lateness or lack of attention in class, i.e., reading materials other than the work assigned, may result in a low or zero grade for participation, and possible referral to the CAO. **No electronic equipment will be used in class**, including laptops, phones, ipods, cell phones, etc, unless you have written permission from the Chief Academic Officer prior to the course. If you are caught using any electronic equipment, you may receive a zero grade for participation.

Plagiarism will be dealt with very seriously, and will be referred to the Chief Academic Officer in London. You may receive an F for the course. If all work is not submitted by the end of the program, you will receive an F for the course.

Class Participation and Attendance

Attendance at all classes is mandated by CAPA; students who miss a class without permission from CAPA's Chief Academic Officer will have their grade for the course lowered. Informed participation is expected in every class, so students must have read the full assignment carefully before coming and be ready to discuss it if called upon. At any meeting there may be a brief, pass-fail two-minute quiz on some utterly obvious fact in the assigned reading. Students will also be asked to complete informal in-class writing assignments on a regular basis, which will require them to demonstrate their familiarity with the assigned materials. Students who repeatedly demonstrate unsatisfactory performance on these quizzes and exercises will be penalized in the participation grade.

Grading Rubric

Letter Grade	Score or Percentage	Description
A	93–100	Achievement that is outstanding relative to the level necessary to meet course requirements.

Letter Grade	Score or Percentage	Description
A-	90–92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87–89	
B	83–86	
B-	80–82	Achievement that meets the course requirements in every respect.
C+	77–79	
C	73–76	
C-	70–72	Achievement that is worthy of credit even though it fails to fully meet the course requirements.
D+	67–69	
D	60–66	
F	0–59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

Summary of How Grades Are Weighted

Assignments	Percentage of Grade
Comprehensive nature of research	25%
Evidence of comprehension and analysis	30%
Ability to express concepts	25%
General presentation skills	10%
Demonstrated ability to work as a cohesive team	10%
Overall grade	100%

Assessment Details

Group Presentations

Your presentation should be based on a minimum of 6 scholarly articles. The sources should be included in the corresponding slide. The last page should provide the references in the Harvard format.

- Maximum of three members
- 12 Minutes (Maximum)
- Power Point Only
- Provide copies of notes of slides (6 per page) – Prior to presentation
- All members must both contribute and present

- First Slide
 - Members of the group
 - Date of presentation
 - Title / Subject
- 2nd Last Slide
 - One or more discussion questions
- Last Slide
 - All presentations must have a printed list of references.
- Verbal précis of article – also group work
 - One page
 - Names of contributors
 - Date of presentation
 - Complete title of article
 - Point form, most informal: subjects discussed
 - Basics of article
 - What did you find interesting or new?
 - What has in your view contemporary relevance and how is it relevant?

Current Topics

The topics are always either most contemporary as a new approach or concept, or perhaps a topic with previous roots which has recently gained new interest and importance. Due to the nature of the topics as just indicated, researchers have a wider latitude in acceptable sources and can include any “serious” source for information or data. The articles cited are available in hard copy. You may use the articles in any way you wish. It is hoped that the presentations will be skewed to analytic revelation and discussion.

Guidelines for anticipated information are provided, however they should be seen as “platforms” rather than discrete requirements

A possible guide for a presentation could be :

- Why the topic is contemporary and important in contemporary Advertising and Public Relations

- A brief historic / developmental context for the topic / circumstance
- Delineation and discussion of contrary positions/opinions
- If possible identify possible strategies being used or considered as a result of the current and future implications of the topic
- Suggest for the discussion the information or views which are worthy of further analysis.

Peer presentation topics:

- The impact of social media on commercial marketing communications
- The nature and impact of Reddit and similar sites on marketing communications
- Mobile services – advertising applications
- Celebrity endorsement advertising : underlying theories
- Product “placement” in contemporary advertising
- Media implications of Sachi’s “Love marks “
- The media is the message ? or the message is the media ?
- Blogs, vigilante marketing, and consumer created communications.
- There is still fire : where is the smoke ? Contemporary tobacco advertising & promotion
- A strategic view of the MARCOM industry in the context of Kindle , Sony reader and the forthcoming Apple Ebook reader.
- Web site advertising – how to increase navigation & productivity
- Major trends in “alternative” media.

Course Content

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Unit 1

Introduction to course

- Review of Course outline, assessments
- Reading (P & B) chapter 1
- Selection of Teams & presentation requests

Unit 2

Integrated Marketing Communications

- Reading: Chapter 2 & 3
- Presentation topics allocation & final schedule available
- Articles / or dates for articles assigned

Unit 3

Marketing Communications Psychology

- Reading: Chapter 4

Unit 4

Media - the carriers of the message

- Direct Marketing – on & off line
- Reading : Chapter 5 & 6, (27 - not responsible)
- Student Presentation
- Mid term assessment revision

Unit 5

Environmental Context

- Reading: Chapter 7, 8, 9 (skim)
- 45 minute mid term assessment

Unit 6

Image and Brand Management

- Reading: Chapter 11 & 12 (skim)
- Mid term assessment returned.
- Student Presentation

Unit 7

Marketing Communications Planning and Plans

- Reading: Chapter 13 & 15 (skim)
- Student Presentation

Unit 8

No Class Break Week

- Reading: travel guides

Unit 9

Market Research & Contemporary Segmentation

- Reading: Chapter 16 & 17
- Student presentation

Unit 10

Setting Objectives, Determining Strategy & Tactics

- Reading: Chapter 19
- Student presentation

Unit 11

Creativity, strategies and implementation

- Reading: Chapter 20
- Student presentation

Unit 12

Media implementation

- Reading: Chapter 21 & 22 (skim)
- Student presentation

Unit 13

Public Relations

- Reading: Chapter 24
- Student presentation

Unit 14

Final Exam: short answer questions

Policies

Attendance Policy

Regular attendance and punctuality are mandatory in order to earn full marks. The final grade will take into consideration preparation required for class (i.e. readings) and participation in class discussions. If you miss any meetings without an excused absence from the on-site director, your final grade will be dropped accordingly. In the case of absences, it is the student's responsibility to find out what information was given in class including any announcements made.

University of Minnesota Policies & Procedures

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

Scholastic Dishonesty

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

Student Conduct

The University of Minnesota has specific policies concerning student conduct. This information can be found [on the Learning Abroad Center website](#).