

Module Details	
Module Code:	PREL B8016
Full Title:	Advertising <b>APPROVED</b>
Valid From::	Semester 1 - 2013/14 ( September 2013 )
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Ciara O'Connor
Departments:	Unknown
Module Description:	no description provided

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Clearly define advertising - its functions and roles, benefits and limitations
MLO2	Understand how public relations and advertising can work together within an integrated marketing campaign
MLO3	Recognise the importance of establishing advertising objectives prior to the creation of an advertising campaign
MLO4	Understand the creative process of an advertising campaign, from start to finish
MLO5	Identify the principles of sales promotion and the media planning process
MLO6	Describe the various types of advertising
Pre-requisite learning	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content
<b>Introduction to advertising</b> Definition of advertising, the roles and functions of advertising, its benefits and limitations, the key differences between advertising and public relations.
<b>Advertising and Public Relation: an IMC approach</b> Definition of integrated marketing communications, IMC within an evolving digital landscape, getting the IMC mix right, how advertising and PR can complement each other within an IMC campaign.
<b>The creative process</b> The primary advertising media, introduction to the creative team (the copy writer and the art director), message planning: focus on the creative brief, the creative strategy: Young's five-stage process, formulating the Big Idea, executing the creative idea.
<b>Media planning</b> The role of media planning, the media planning process, media scheduling patterns.
<b>Sales promotion</b> Sales promotion tools, strengths and limitations, sales promotion and the marketing communications mix.
<b>The different types of advertising</b> Overview of the various types of advertising of relevance to the PR practitioner, from traditional offline to emerging digital trends.

Module Assessment	
Assessment Breakdown	%
Course Work	50.00%
Final Examination	50.00%

Module Special Regulation

## Assessments

Full Time On Campus			
Course Work			
<b>Assessment Type</b>	Continuous Assessment	<b>% of Total Mark</b>	50
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	n/a	<b>Learning Outcome</b>	2,3,4
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Students will work in groups and undertake a research project into an aspect of advertising that appeals to them. Their project should involve an element of first-hand research (in this case, making contact with an ad industry professional). They will present their findings to the rest of the class.			
No Project			
No Practical			
Final Examination			
<b>Assessment Type</b>	Formal Exam	<b>% of Total Mark</b>	50
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	End-of-Semester	<b>Learning Outcome</b>	1,4,5,6
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> End-of-Semester Final Examination			
Reassessment Requirement			
<b>A repeat examination</b> Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.			

## Module Workload

### Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	1.00	1
Tutorial	Contact	No Description	Every Week	2.00	2
Independent Study	Non Contact	No Description	Every Week	6.00	6
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	3.00

### Workload: Part Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	2.00	2
Directed Reading	Non Contact	No Description	Every Week	4.00	4
Independent Study	Non Contact	No Description	Every Week	3.00	3
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	2.00

## Module Resources

### *Supplementary Book Resources*

Chris Hackley. (2010), Advertising and Promotion: an Integrated Marketing Communications Approach, 2nd. Sage Publications.  
Sandra Moriarty, Nancy D Mitchell and William D Wells. (2012), Advertising and IMC: Principles and Practice, 9th. Prentice Hall.  
William F Arens, David H Schaefer and Michael Weigold. (2009), Essentials of Contemporary Advertising, McGraw Hill.  
Tom Duncan. (2005), Advertising and IMC, 2nd. McGraw Hill.  
Kenneth E Clow and Donald Baack. (2007), Integrated Advertising, Promotion and Marketing Communications, 3rd. Pearson Education International.  
Luke Sullivan and Sam Bennett. (2012), Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads, 4th. John Wiley & Sons.  
Patricia Medcalf. (2004), Marketing Communications: An Irish Perspective, Gill & Macmillan.

*This module does not have any article/paper resources*

### *Other Resources*

[www.aai.ie](http://www.aai.ie).  
[www.iapi.ie](http://www.iapi.ie).  
[www.asai.ie](http://www.asai.ie).  
[www.icad.ie](http://www.icad.ie).  
[www.adworld.ie](http://www.adworld.ie).  
[www.marketing.ie](http://www.marketing.ie).  
[www.adsoftheworld.com](http://www.adsoftheworld.com).