

## Liverpool John Moores University

Title: MEDIA STUDIES 2 (ADVERTISING & MARKETING)  
Status: Definitive  
Code: **3004BELHU** (101136)  
Version Start Date: 01-08-2011

Owning School/Faculty: Arts, Professional and Social Studies  
Teaching School/Faculty: Bellerby's College - Brighton

Team	Leader
Jarmila Hickman	Y

**Academic Level:** FHEQ3      **Credit Value:** 12.00      **Total Delivered Hours:** 68.00  
**Total Learning Hours:** 120      **Private Study:** 52

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	66.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Module Examination - analysis of two print-based advertisements	50.0	2.00
Report	AS2	Advertising Campaign Project	50.0	

### Aims

*To provide students with a knowledge of the advertising industry and to teach them analytical skills with which to consider print, TV and radio advertising. Students will also be introduced to practical marketing skills, campaign plan, designing an advert and presenting to colleagues or clients.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the conventions of different types of advertisements e.g. TV, Radio, Print Media.
- 2 Explain how a TV advert and a Print advert both try to appeal to their audiences.
- 3 Describe Audience theories and how they can be used in advertising and marketing.
- 4 Design an advertising campaign, brand image, logo, storyboard for a TV advert.
- 5 Design a print advert using Adobe Photoshop.
- 6 Present the campaign to the class as if to colleagues or a client.

### Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM	1	2	3
CW	4	5	6

### Outline Syllabus

1. *Key concepts of Audience, Representation and Ideology as related to the study of advertising and marketing*
2. *The effects of advertising on society and human behaviour*
3. *Awareness of theories related to advertising e.g. Maslow's hierarchy of needs*
4. *Analysis of advertising*
5. *Use of image editing software, Adobe Photoshop or similar*

### Learning Activities

Group work, class discussion, independent research, giving a presentation, terminal module examination.

### References

<b>Course Material</b>	Book
<b>Author</b>	Rayner, P, Wall, P and Kruger, S
<b>Publishing Year</b>	2004
<b>Title</b>	AS Media Studies
<b>Subtitle</b>	The Essential Introduction
<b>Edition</b>	2nd Edition
<b>Publisher</b>	Routledge
<b>ISBN</b>	9780415329668

<b>Course Material</b>	Book
<b>Author</b>	Price, J
<b>Publishing Year</b>	2003

<b>Title</b>	GCSE Media Studies
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Nelson Thornes
<b>ISBN</b>	9780748767038

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## Notes

This module provides students with an understanding of the world of advertising and marketing, both in terms of the theoretical background and the practical aspects. In addition to a written examination, students also prepare and 'make a pitch' for an advertising campaign.