

## Liverpool John Moores University

Title: ADVERSITY, MARKETING, PUBLICITY  
Status: Definitive  
Code: **5007CPACR** (100061)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Accrington & Rossendale College

Team	Leader
Ross Dawson	Y

**Academic Level:** FHEQ5  
**Credit Value:** 20.00  
**Total Delivered Hours:** 156.00  
**Total Learning Hours:** 200  
**Private Study:** 44

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Practical	144.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Seminar Booklet	10.0	
Presentation	AS2	Design the packaging for a retail chain's 'own brand' product	50.0	
Report	AS3	One 1500 word reflective report	10.0	
Exam	AS4	One seen examination	30.0	

### Aims

*To produce concept work, visuals, thumbnails and storyboards.*

*To creatively apply and evaluate graphic design elements, including typography, image manipulation and layout.*

*To interpret the relationship and demands of a marketing strategy.  
To become proficient and confident in using Digital film making techniques and editing.*

*To develop and enhance interpersonal skills when presenting concepts to members of the module team.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 To create a distinctive brand, pack design and product personality.
- 2 To analyse the integrated elements of a campaign function from a theoretical and practical aspect.
- 3 To explore and target a specific demographic audience drawing on the strengths of a multimedia campaign.

## **Learning Outcomes of Assessments**

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

Portfolio	2
Presentation	1 2
Report	3
Exam	2

## **Outline Syllabus**

*This module provides students with the opportunity to gain in-depth industry standard production skills in design, digital film-making and editing, based on transforming a marketing strategy into a branded product with a strong personality and unique selling proposition (USP). It is an individual production area, so you'll be encouraged to become highly effective at production scheduling, time management and working to deadlines.*

## **Learning Activities**

Lectures, seminars and tutorials are combined with practice sessions that utilise theory, individual study, personal experience and group discussion.

## **References**

<b>Course Material</b>	Book
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<b>Author</b>	Barthes, R.
<b>Publishing Year</b>	1972
<b>Title</b>	Mythologies
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Paladin
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Brierley, S.
<b>Publishing Year</b>	2002
<b>Title</b>	The Advertising Handbook
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Dickason, R.
<b>Publishing Year</b>	2000
<b>Title</b>	British television advertising
<b>Subtitle</b>	cultural identity and communication
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Edwards, T.
<b>Publishing Year</b>	2000
<b>Title</b>	Contradictions of consumptions: concepts, practices and politics in consumer society
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Ewen, S.
<b>Publishing Year</b>	2001
<b>Title</b>	Captains of Consciousness
<b>Subtitle</b>	Advertising and the Social Roots of Consumer Culture
<b>Edition</b>	
<b>Publisher</b>	Basic Books
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Goddard, A.

<b>Publishing Year</b>	2002
<b>Title</b>	The language of advertising
<b>Subtitle</b>	written texts
<b>Edition</b>	2nd ed
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Green, J.
<b>Publishing Year</b>	2000
<b>Title</b>	e-media
<b>Subtitle</b>	how to use electronic media for effective marketing communications
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Klein, N.
<b>Publishing Year</b>	2001
<b>Title</b>	No logo
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Jhally, S.
<b>Publishing Year</b>	1990
<b>Title</b>	The Codes of Advertising
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Malefyt, T. & DeWaal, M.B.
<b>Publishing Year</b>	2003
<b>Title</b>	Advertising Cultures
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	McFall, L.
<b>Publishing Year</b>	2004

<b>Title</b>	Advertising
<b>Subtitle</b>	a cultural economy
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Nixon, S.
<b>Publishing Year</b>	2003
<b>Title</b>	Advertising cultures
<b>Subtitle</b>	gender, commerce, creativity
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Sheehan, K.
<b>Publishing Year</b>	2003
<b>Title</b>	Controversies in contemporary advertising
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Strinati, D.
<b>Publishing Year</b>	2004
<b>Title</b>	An introduction to Theory & Popular Culture
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Tellis, G.
<b>Publishing Year</b>	2004
<b>Title</b>	Effective advertising
<b>Subtitle</b>	understanding when, how and why advertising works
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Vilanilam, J. V. & Varghese, A. K.
<b>Publishing Year</b>	2004
<b>Title</b>	Advertising basics!
<b>Subtitle</b>	resource guide for beginners

<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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## Notes

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