

## Liverpool John Moores University

Title: Advertising, Marketing & Publicity  
 Status: Definitive  
 Code: **5501FDM** (118331)  
 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:** 24.00      **Total Delivered Hours:** 72.00

**Total Learning Hours:** 240      **Private Study:** 168

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	30.000
Practical	30.000
Seminar	8.000
Tutorial	4.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	A minimum of eight seminars. Researching and discussing the issues raised in the weekly lectures. A minimum word count of 250 words, plus illustrations per seminar.	30.0	
Artefacts	AS1	To design a packaging and marketing campaign for a new household product, with the work covering both print and new media. Designed to compete with the more established "big" brands.	60.0	

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS3	1500 word reflective report of practical work, relating practice to relevant theory and professional examples	10.0	

## Aims

*To introduce the theories and key concepts of advertising and marketing and the relevant theorists.*

*To interpret the relationship and requirements of a marketing strategy, bringing together ideas from different sources of knowledge and from different academic disciplines.*

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

*To develop and employ production skills and practices to create concept design work, thumbnails and creative visuals that challenge existing forms and conventions and to innovate becoming proficient and confident in using new media technology and techniques.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 To explore and analyse the advertising industry using a variety of academic sources and theories.
- 2 To initiate, develop and realise a distinctive brand, print documents, online elements and a new product personality.
- 3 To reflect and evaluate the learners own work and approach to the given brief, with reference to academic and professional examples.

## Learning Outcomes of Assessments

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

Presentation	1
Artefacts	2
Report	3

## Outline Syllabus

*This module provides students with the opportunity to gain theory and in-depth industry standard production skills in design and digital media, based on transforming a marketing strategy into a branded campaign with a strong personality and unique selling proposition (USP). It is an individual production area, so students will be encouraged to become highly effective at production scheduling, time*

*management and working to deadlines.*

## Learning Activities

Lectures, seminars, seminar discussions, tutorials, private study and practical / production activities.

## References

<b>Course Material</b>	Book
<b>Author</b>	Brierly, S.
<b>Publishing Year</b>	2001
<b>Title</b>	The Advertising Handbook
<b>Subtitle</b>	
<b>Edition</b>	2nd edition
<b>Publisher</b>	Routledge
<b>ISBN</b>	0415243920

<b>Course Material</b>	Book
<b>Author</b>	Barry, P.
<b>Publishing Year</b>	2008
<b>Title</b>	The Advertising Concept Book
<b>Subtitle</b>	Think Now, Design Later
<b>Edition</b>	1st edition
<b>Publisher</b>	Thames & Hudson
<b>ISBN</b>	0500514054

<b>Course Material</b>	Book
<b>Author</b>	Pricken, M.
<b>Publishing Year</b>	2008
<b>Title</b>	Creative Advertising
<b>Subtitle</b>	Ideas and Techniques from the World's Best Campaigns
<b>Edition</b>	Revised edition
<b>Publisher</b>	Thames & Hudson
<b>ISBN</b>	0500287333

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## Notes

This module is designed to provide students with an understanding of theory and production techniques in advertising and related areas. Students are encouraged to attend off-site exhibitions and galleries to enhance their learning and ability to produce the practical element. Informal and formal seminars provide formative assessment to support student learning and also overall progress.