



Linnéuniversitetet

Kalmar Växjö

Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

1FE610 Advertising Campaign Planning, 7,5 högskolepoäng
Advertising Campaign Planning, 7.5 credits

Huvudområde

Företagsekonomi

Ämnesgrupp

Företagsekonomi

Nivå

Grundnivå

Fördjupning

G1F

Fastställande

Fastställd av institutionsstyrelsen vid Ekonomihögskolan 2009-05-05

Kursplanen gäller från och med vårterminen 2010

Förkunskaper

Företagsekonomi 1-30 hp eller motsvarande.

Förväntade studieresultat

After completing this course the student should be able to:

- understand the format of an advertising campaign
- perform cooperative efforts required to produce a campaign
- describe and reflect upon creative strategy, advertising research methods, media strategy and copywriting for various media and industries
- undertake comprehensive campaign planning
- build research foundations necessary for effective campaign planning
- develop and test advertising proposals
- professionally present the campaign plan.

Innehåll

The course is based on research findings within the subject area in relation to the context of social sciences.

- Target market research
- Segmentation, targeting, positioning
- Campaign planning
- Media planning
- Creative strategy

- Professional presentation of a campaign plan

Undervisningsformer

The backbone of the course is the student “ad-agency project”. At the start of the course groups will be formed. In these groups all functions typical for an ad agency will be present. All student groups will work with the same client – and will develop an advertising campaign based on predetermined marketing objectives. The different campaigns will then be evaluated by a jury consisting of the client, a professional from an ad agency and the responsible teacher.

Apart from the project that is student-driven there will be lectures, seminars and tutoring of the studentgroups.

Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

Assessment of the student's attainments is carried out through the following methods:

- weekly reports
- Peer evaluations by the students
- presentation of the campaign
- the quality of the campaign itself

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. Pass with distinction requires deeper, more elaborated and complex discussions around the same learning outcomes.

Kursvärdering

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Kurslitteratur och övriga läromedel

Obligatorisk litteratur

Required Text Book

Arens, William F., Schaefer, David H. & Weigold, Michael (2009). *Essentials of Contemporary Advertising* (2nd ed.). McGraw-Hill International edition. 558 s. ISBN: 9780071287579

Additional teaching material

Articles, music-videos, advertisements and other material distributed in class.

Suggested Readings

Barban, A. M., Cristol, S. M., & Eisamann, F. J. K. (1994). *Essentials of media planning* (3rd ed.). Lincolnwood, IL: NTC.

Fiell, C. & Fiell, P. *Graphic Design for the 21st Century: 100 of the World's Best Graphic Designers* (Taschen: 2002). Senaste upplagan.

Moffitt, M. A. *Campaign strategies and message design* (1st ed.). Westpoint, CT: Praeger Publishing. Senaste upplagan.

Earle, R. *The Art of Cause Marketing: How to Use Advertising to Change Personal Behavior and Public Policy*. Chicago: McGraw Hill. Senaste upplagan.