



Course syllabus

School of Business and Economics
Department of Marketing

1FE611 Advertising Campaign Planning, 7,5 högskolepoäng
Advertising Campaign Planning, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by School of Business and Economics 2015-05-13

The course syllabus is valid from spring semester 2016

Prerequisites

Business Administration I, 30 credits or at least 15 credits completed courses from Business administration I.

Objectives

After completing this course the student should be able to:

- 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

Content

The course contains:

- target market research
- segmentation, targeting, positioning
- campaign planning
- media planning
- creative strategy
- professional presentation of a campaign plan

Type of Instruction

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. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

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 grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Credit Overlap

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: 1FE610.

Required Reading and Additional Study Material

Required reading

Arens, William F., Schaefer, David H. & Weigold, M. *Essentials of Contemporary Advertising* (2nd ed.). McGraw-Hill International edition. About 550 p. Latest edition.

Additional teaching material

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

Reference literature

Barban, A. M., Cristol, S. M., & Eisamann, F. J. K. *Essentials of media planning* (3rd ed.). Lincolnwood, IL: NTC. Latest edition. About 150 pages.

Earle, R. *The Art of Cause Marketing: How to Use Advertising to Change Personal Behavior and Public Policy*. Chicago: McGraw Ill. Latest edition. About 320 pages.

Fiell, C. & Fiell, P. *Graphic Design for the 21st Century: 100 of the World's Best Graphic Designers* (Taschen: 2002). Latest edition. About 630 pages.

Moffitt, M. A. *Campaign strategies and message design* (1st ed.). Westpoint, CT: Praeger Publishing. Latest edition. About 205 pages.