



## 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 2015-05-13

Revised 2020-06-24 by School of Business and Economics.

The course syllabus is valid from autumn semester 2020

### **Prerequisites**

Business Administration, 15 credits at G1N level, or the equivalent;

English B/English 6, or the equivalent.

## 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 a comprehensive campaign planning
- build research foundations necessary for effective campaign planning
- develop and test advertising proposals
- professionally present a 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 student 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. Mandatory parts are stated in the schedule.

## Examination

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

The course is examined through:

- 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 at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student’s grade is determined by the student’s fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade. If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1FE610 med 7,5 hp.

## Required Reading and Additional Study Material

### Required Reading

Percy, Larry & Elliot, Richard (2016). *Strategic Advertising Management*, Latest edition. Approx. 460 pages.

### Additional teaching material

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

### Reference literature

Barban, A. M., Cristol, S. M., & Eisamann, F. J. K. *Essentials of media planning*. 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 Hill. Latest edition. About 320 pages.

Fiell, C. & Fiell, P. *Graphic Design for the 21st Century: 100 of the World's Best*

*Graphic Designers*. Taschen. Latest edition. About 630 pages.

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