



## 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 2017-05-03 by School of Business and Economics. Prerequisites revised.  
The course syllabus is valid from spring semester 2018

### **Prerequisites**

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

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

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

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. 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.

## Required Reading and Additional Study Material

### Required reading

Arens, William F., Schaefer, David H. & Weigold, M. *Essentials of Contemporary Advertising*. McGraw-Hill International edition. Latest edition. About 550 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 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. Latest edition. About 630 pages.

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