



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE611 Advertising Campaign Planning, 7,5 högskolepoäng

1FE611 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 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

Prerequisites

At least 15 credits completed courses in Business Administration G1N of which, at least 7.5 credits of marketing and 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.

Examination

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

The course is examined through weekly reports with a with a final written report (6 credits), peer evaluations by the students and presentation of the campaign (1.5 credits).

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. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing 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 course/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, L. & Elliot, R. *Strategic Advertising Management*, Latest edition. About 460 pages.

Additional study 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*. 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.