

EN2854 Smart Advertising Skills

Course Aims & Objectives:

This course introduces the basic concepts and emerging trends involved in producing messages that sell things and ideas to consumers in the fast paced world of advertising. The focus will be on advertising as a mix of specialized skills covering all aspects of the advertising profession - quantitative, strategic and aesthetic, where the sales message is created, produced and sent out across a range of communication channels including print, broadcast and new media. Advertising will be approached as both a science and an art form and the course will examine and develop the strategic and creative skills needed to create winning advertising campaigns.

The course will provide real world insights into the advertising profession from the viewpoint of the diverse professionals involved in the advertising process including account managers and creative copywriters. Students will examine advertising campaigns in written and video case studies and will experience advertising skills first hand through involvement activities in class reflecting the dynamism of the advertising profession itself.

Units: 3

Level: B2

Medium of Instruction: English

Keyword Syllabus:

Advertising, marketing, copywriting, art direction, media planning, professional communication, persuasive communication, promotion, branding, brand equity, direct marketing, advertising agency, advertising regulation, consumer behavior, intercultural and international advertising, creative strategy, consumer analysis, sales promotion, campaign planning.

Teaching Pattern:

Duration of course: 1 semester

Current mix of lecture/tutorial/laboratory, other: 3 hours lecture

Assessment Pattern:

Examination duration: Nil

Percentage distribution of marks for coursework, examination, other: 100% Coursework

Grading pattern: Standard (A+AA-...F)

Pre-requisite(s): Nil

Pre-cursor(s): Nil

Equivalent Course(s): Nil

Related Links

[Department of English](#)