

Program	BS PR & Advertising	Course Code	PRAD-106	Credit Hours	3
Course Title	INTRODUCTION TO ADVERTISING & MARKETING				
Course Introduction					
<p>This course introduces the students to the basic concepts, principles and practice of advertising and marketing, and enables them to understand the make-up and structure of the advertising industry. Through this course, the students will be prepared for further study in advertising and marketing with the aim of becoming practitioners. The course provides a clear understanding of traditional advertising, marketing, and promotional tools, brand building and brand characteristics. It explains how other key elements within the marketing communications mix can be integrated in what is referred to as Integrated Marketing Communication.</p> <p>The course aims to:</p> <ol style="list-style-type: none"> 1. Familiarize students with fundamental concepts and model of advertising and marketing. 2. Develop skills and give knowledge of copywriting, campaign planning, marketing, implementation, branding, social and legal aspects involved in advertising and marketing. 3. Explain the strategies, tactics, and techniques of advertising and marketing. 					
Learning Outcomes					
<p>At the end of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the fundamentals of advertising and marketing and how they are linked with current practices in the field 2. Explain the role of the advertising and marketing professionals in the corporate environment. 3. Develop an understanding of the strengths and limitations of basic models and strategies of advertising and marketing 4. Comprehend modern practices of advertising and marketing 5. Discover innovative methods to execute advertising and marketing campaigns 6. Critically evaluate models as applied to practical advertising and marketing problems 7. Execute advertising campaigns through story board. 					
Course Content				Assignments/Readings	
Week 1-4	<ol style="list-style-type: none"> 1. Introduction to Advertising. Definitions 2. Role of Advertising in Marketing Mix 3. Integrated Marketing Communication 4. History of Advertising 				
Week 5-6	<ol style="list-style-type: none"> 5. Emergence and evolution of television advertising 6. Emergence and evolution of digital media advertising. 7. Types of commercials. Infomercials. 8. Types of appeals. 9. Slogan caption and logo 10. Storyboarding and jingle 				
Week 7-8	<ol style="list-style-type: none"> 11. ATL, BTL, TTL 12. Strong and weak points of TV, radio, newspapers and digital media advertising. 13. The future of TV, radio and digital media 				

	<p>advertising.</p> <p>14. Creativity in advertising (preparing ad for radio, television and digital media platforms)</p>	
Week 9-12	<p>15. Effective advertising strategies.</p> <p>16. The impact of advertising strategy, advertising budget, price segment and the stage of brand lifecycle on creativity in advertising.</p> <p>17. Product placement and celebrity endorsement.</p> <p>18. Bands, its kinds, and characteristics.</p> <p>19. Advertising and brand building</p>	
Week 13-14	<p>20. World top brands - history and evolution.</p> <p>21. Consumer behavior</p> <p>22. Marketing and sales promotion</p> <p>23. Structure of advertising agencies</p> <p>24. Globalization and advertising.</p>	
Week 15-16	<p>25. The role of research in advertising</p> <p>26. Evaluating advertising effectiveness.</p> <p>27. Ethical and legal aspects of advertising and marketing</p> <p>28. Representations of masculinity and femininity in advertising.</p>	

Textbooks and Reading Material

1. Berger, J. (2013). Contagious: Why things catch on. Simon & Schuster Books
2. Arens, W. & Wigold, M. (2021). Contemporary Advertising and Integrated Marketing Communications. Sixteen Edition. McGraw Hill.
3. Bedbury, S. & Fenichell, S. (2003). A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century. New York: Viking
4. Rutherford, P. (2004). The New Icons? The Art of Television Advertising. University of Toronto Press
5. Smith, R. E. & Yang, X. (2004). Toward a general theory of creativity in advertising: Examining the role of divergence. SAGE publications, 2004 at
<http://www.alexandujar.4t.com/generaltheoryofcreativeadvertising.pdf>
<http://www.adage.com/century/icon07.html>
<http://adage.com/article/special-report-the-advertising-century/adage-advertising-century-top-100-people/140153/>
<http://www.alexandujar.4t.com/generaltheoryofcreativeadvertising.pdf>
http://books.google.com.ng/books/about/Persuading_Aristotle.html?id=DPwLBWiFVVUC&redir_esc=y

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of

assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.