

Program	BS PR & Advertising	Course Code	PRAD-308	Credit Hours	3
Course Title	CREATIVE BRIEF AND MARKETING PROPOSAL (WRITING AND PRESENTATION)				
Course Introduction					
<p>The creative brief is the road map to a powerful IMC campaign. This practical course allows students to develop skills of writing creative briefs, plan, create, produce and present marketing proposals for a product, idea, service, and brand using multimedia and interactive devices. Skills in PowerPoint Presentation, Prezi, use of Excel, Photoshop and animation schemes are a prerequisite of this course as their application is required. Students will not only plan creative proposal but also learn the essentials of effective presentation, from preparation, audience analysis, and content development to critical thinking when presenting. Students will incorporate theories and skills of effective communication in a variety of contexts (e.g., creating and presenting proposals, presenting content on digital media platforms, business correspondence and public speaking in social settings).</p>					
Learning Outcomes					
<p>Upon successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate understanding of the core components of a creative brief and marketing proposal 2. Use and apply different formats for creative briefs and marketing proposal that make the job easier 3. Appreciate that a strong creative brief and impressive marketing proposal are as good as the consumer insights that drive them 4. Describe the role of the creative brief within the client management and creative development process 5. Define marketing communications objectives and translate them into achievable goals in their marketing proposals 6. Construct a creative brief that is aligned with strategy and inspires creativity. 7. Write a marketing proposal modeled on best marketing proposals 8. Give impressive presentation of creative brief and marketing proposal 					
Course Content				Assignments/Readings	
Week 1-4	<p>1. Creative Brief</p> <ol style="list-style-type: none"> 1.1. Definition and Importance of a Creative Brief 1.2. Working with the Creative Team and Marketing Strategy Input 1.3. Defining the Target Audience and Crafting Benefits Statements 1.4. Structure, Essential Elements, and Writing an Effective Creative Brief 1.5. Evaluating and Presenting Creative Briefs with Case Studies 				
Week 5-8	<p>2. Marketing Proposal</p> <ol style="list-style-type: none"> 2.1. Understanding and Structuring a Marketing Proposal 2.2. Steps for Writing an Effective Marketing Proposal 2.3. Creating a Marketing Proposal for Small Businesses 2.4. Presenting Marketing Proposals with Case Studies 				

Week 9-12	3. Presentation Skills 3.1. Delivering Impactful Presentations 3.2. Integrating Infographics and Using Presentation Tools like Prezi 3.3. Building Confidence and Effective Speaking Techniques 3.4. Non-verbal Communication and Client Interaction 3.5. Team Communication Strategies for Successful Collaboration	
Week 13-16	4. Case Studies and Practical Applications 4.1. Analyzing Well-Written Creative Briefs 4.2. Learning from Successful Marketing Proposals 4.3. Practical Application of Presentation Skills in Real Scenarios	
Textbooks and Reading Material		
<ol style="list-style-type: none"> 1. Green, A. (2005) <i>Effective Communication Skills for Public Relations (PR in Practice)</i>. 2. Tracy, B. (2008). <i>Speak to Win: how to present with power in any situation</i>. Amacom. 3. Duarte, N. (2013). <i>Resonate: Present visual stories that transform audiences</i>. John Wiley & Sons. 4. Tufte, E. R., & Graves-Morris, P. R. (1983). <i>The visual display of quantitative information</i> (Vol. 2, No. 9). Cheshire, CT: Graphics press. 5. Reynolds, G. (2011). <i>Presentation Zen: Simple ideas on presentation design and delivery</i>. New Riders. 6. Duarte, N. (2008). <i>Slide: ology: The art and science of creating great presentations</i> (Vol. 1). Sebastopol, CA: O'Reilly Media. <p>The best free presentation skills training resources Online (Definitive 2020 guide) https://www.lafabbricadellarealta.com/presentation-skills-training-resources-online/</p> <p>Presenting Online: https://students.unimelb.edu.au/academic-skills/explore-our-resources/learning-online/presenting-online</p> <p>Writing creative brief: https://asana.com/resources/how-write-creative-brief-examples-template</p> <p>Creative brief: https://www.workamajig.com/blog/creative-brief</p> <p>Marketing proposal: https://www.fool.com/the-blueprint/marketing-proposal/</p> <p>How to write a perfect marketing proposal: https://www.bidsketch.com/blog/client-proposals/marketing-proposal/</p> <p>CAREGIE, D. (2021). <i>How to win friends and influence people</i>.</p> <ol style="list-style-type: none"> 7. Giblin, L. (1968). <i>Skill with people</i>. Les Giblin Books. 		
Teaching Learning Strategies		
<ol style="list-style-type: none"> 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.