

COM5401: ADVERTISING PRODUCTION AND MANAGEMENT

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Advertising Production and Management

Subject Code

COM - Media and Communication

Course Number

5401

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to

- examine the strategic, creative and aesthetic theories and techniques of developing and managing advertising campaigns in international and local contexts, including the Greater China region.
- discover the fundamental principles and practice of advertising across a range of communication channels like print, TV, radio, the Internet and various new media.
- analyze advertising, marketing and persuasive communication in diverse social and cultural contexts through case studies, practical examples, interactive activities, and hands-on exercises supported by the integration of new media in the learning process and deliverables.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Detect the basic principles of advertising production and management	40	x	x	
2	Assess advertising, marketing and persuasive communication through critical thinking	30	x	x	
3	Apply advertising, psychology, and branding theories into practice through effectively creating brands and communicating persuasive messages	30	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description		CILO No.	Hours/week (if applicable)
1	Readings	Students have to read one journal article or book chapter preferably before each lecture.	1, 2, 3	

2	Lectures	Students will: - acquire knowledge of the concepts, values, and development of advertising and branding. - develop their analytical and critical capabilities to discuss advertisements in different cultural and social contexts - apply the theoretical knowledge to create advertising campaigns.	1, 2, 3	
3	Canvas	On-line availability of lecture materials, questions, response, debate, and discussion on readings, lectures materials, and contemporary issues in Hong Kong.	1, 2, 3	
4	In-class activities	Critically discuss topics such as integrated marketing communications, branding and brand equity, message appeals, campaign planning and management, persuasion, intercultural and international advertising, consumer behaviour, and others through working on case studies and campaign analyses	1, 2, 3	
5	Quiz	Assess students' understanding of course materials and lectures	1, 2, 3	
6	Advertising Campaign design	Design and produce creative projects with a range of media applications including TVC and print ads.	3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Quiz	1, 2, 3	30	
2	Creative Project: Students design an innovative campaign for a product. Task 1: Innovation	1, 2, 3	25	

3	Creative Project: Students design an innovative campaign for a product. Task 2: Execution	1, 2, 3	20	
4	Creative Project: Students design an innovative campaign for a product. Task 3: Presentation	1, 2, 3	10	
5	Attendance and participation: Participation in tutorial discussion: Students' active participation in tutorial discussion -- through providing examples, synthesizing, analysing, appraising and reflecting on other students' responses -- would facilitate group learning.	1, 2, 3	15	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Quiz (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Critical thinking, innovative insights, understanding of course materials and lectures

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Creative Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Creativity, originality, organization, visual presentation

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Attendance and participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Attend class and engage in class activities

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Quiz (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Critical thinking, innovative insights, understanding of course materials and lectures

Excellent

(A+, A, A-) Comprehensive understandings of the course materials

Good

(B+, B) Adequate understandings of the course materials

Marginal

(B-, C+, C) Moderate understandings of the course materials

Failure

(F) Fail to demonstrate basic understandings of the course materials

Assessment Task

Creative Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Creativity, originality, organization, visual presentation

Excellent

(A+, A, A-) Strong evidence of ability to create an original and creative advertising project with theoretical, practical, technical, and aesthetic values

Good

(B+, B) Adequate evidence of ability to create an original and creative advertising project with theoretical, practical, technical, and aesthetic values

Marginal

(B-, C+, C) Some evidence of ability to create an original and creative advertising project with theoretical, practical, technical, and aesthetic values

Failure

(F) Fail to create an original and creative advertising project with theoretical, practical, technical, and aesthetic values

Assessment Task

Attendance and participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Attend class and engage in class activities

Excellent

(A+, A, A-) Highly active, constructive, and meaningful participation in and contribution to in-class activities

Good

(B+, B) Adequate participation in and contribution to in-class activities.

Marginal

(B-, C+, C) Moderate participation in and contribution to in-class activities

Failure

(F) No participation and contribution

Additional Information for AR

More specific grading criteria for selected assessment task/activity is as follow:

Creative Project:

- Creativity
- Originality
- Organization
- Visual presentation

Part III Other Information

Keyword Syllabus

Integrated marketing communications, Analysis of advertising media, Branding and brand equity, Creative advertising strategies, Message appeals, Campaign planning and management, Persuasion, Intercultural and international advertising, Consumer behaviour, Ethical issues in advertising, Advertising research and effectiveness

Reading List

Compulsory Readings

Title	
1	Shimp T. A. (2007). Integrated Marketing Communications in Advertising and Promotion (7th ed.). Mason, OH: Thomson/South-Western.

Additional Readings

Title	
1	Armstrong, G., & Kotler P. (2005). Marketing: An Introduction (7th ed.). New Jersey: Pearson/Prentice Hall.
2	Belch, G. E., & M. A. Belch (2007). Advertising and Promotion: An Integrated Marketing Communications Perspective (7th ed.). Boston, Mass.: McGraw-Hill/Irwin.
3	Blackwell, R. D., P. W. Miniard & J. F. Engel (2006). Consumer Behavior (10th ed.). Mason, OH: Thomson/South-Western.
4	Kotler, P., G. Armstrong, S. H. Ang, S. M. Leong, C. T. Tan, & D. K. Tse (2005). Principles of Marketing: An Asian Perspective. Singapore: Pearson/Prentice Hall.
5	Solomon, M. R. (2007). Consumer Behavior: Buying, Having, and Being (7th ed.). New Jersey: Pearson/Prentice Hall.