



Level 6 Advanced Diploma in Marketing (881)
145 Credits



Unit: Advertising Management	Guided Learning Hours: 280
Exam Paper No.: 5	Number of Credits: 28
Prerequisites: Basic knowledge in marketing.	Corequisites: A pass or higher in Diploma in Marketing or equivalence.
<p>Aim: The unit covers the principles and theory of advertising and integrated marketing communications, in the context of marketing and marketing management. These principles and theory will then be used to address advertising and integrated marketing communication opportunities in a variety of contexts. The purpose of this unit is to explore the role of advertising within and outside organisational boundaries. Modern advertising is led by objectives and implemented through carefully designed strategies. It is by studying these objectives and the theories that surround advertise management implementation that learners will begin to understand the various strategies.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
<p>Special Requirements: The course requires a combination of lectures, demonstrations and class discussions.</p>	
<p>Intended Learning Outcomes:</p> <p>1 Advertising and the unique role advertising plays in the communication process; the principles of free-market economics; the functions and effects of advertising in a free economy.</p> <p>2 The economic, social, ethical, and legal issues advertisers must consider; the activities of nongovernment organisations in fighting fraudulent and deceptive advertising.</p> <p>3 The basic tasks of both the client and the</p>	<p>Assessment Criteria:</p> <p>1.1 Define advertising and differentiate it from other forms of marketing communications.</p> <p>1.2 Explain how advertising differs from the basic human communication process.</p> <p>1.3 Define marketing and identify the elements of marketing strategy.</p> <p>1.4 Describe advertising's role in marketing strategy.</p> <p>1.5 Explain the difference between consumer and business markets.</p> <p>1.6 Explain the important role of competition in free-market economics.</p> <p>1.7 Explain the various functions advertising performs in a free market.</p> <p>1.8 Analyse how the role of advertising has changed in recent years.</p> <p>1.9 Evaluate the impact of advertising on society yesterday, today, and tomorrow.</p> <p>2.1 Be able to employ an economic model to discuss advertising's effect on society.</p> <p>2.2 Explain the difference between social responsibility and ethics in advertising.</p> <p>2.3 Describe how governments regulate advertising in UK.</p> <p>2.4 Research recent court rulings that affect advertisers' freedom of speech.</p> <p>2.5 Describe how government agencies regulate advertising to protect both consumers and competitors.</p> <p>2.6 Define the roles state and local governments play in advertising regulation.</p> <p>3.1 Describe the various groups in the</p>

<p>advertising agency, the roles of suppliers and the media.</p>	<p>advertising business and explain their relationship to one another.</p> <p>3.2 Explain how advertisers organize themselves to manage their advertising both in UK and abroad.</p> <p>3.3 Define the main types of advertising agencies.</p> <p>3.4 Describe how agencies get new clients and how they make money.</p> <p>3.5 Explain the pros and cons of an in-house advertising agency.</p> <p>3.6 Describe factors that affect the client/agency relationship.</p> <p>3.7 Explain how suppliers and the media help advertisers and agencies.</p> <p>3.8 Explain the range of tasks people perform in an ad agency and an in-house advertising department</p>
<p>4 The relationship between marketing activities and the way consumers behave; marketing and the role advertising plays in the larger marketing context.</p>	<p>4.1 Explain the concept of product utility and the relationship between utility and consumer needs.</p> <p>4.2 Identify the key participants in the marketing process.</p> <p>4.3 Outline the consumer perception process and explain why advertising people say "perception is everything."</p> <p>4.4 Describe the fundamental motives behind consumer purchases.</p> <p>4.5 Discuss the various influences on consumer behaviour.</p> <p>4.6 Explain how advertisers deal with cognitive dissonance.</p> <p>4.7 Describe the elements of the marketing mix and the role of advertising in the mix.</p> <p>4.8 Explain the purpose and importance of branding.</p>
<p>5 How advertisers gain information about the marketplace and they apply their findings to marketing and advertising decision making.</p>	<p>5.1 Explain how research helps advertisers locate market segments and identify target markets.</p> <p>5.2 Explain the basic steps in the research process.</p> <p>5.3 Describe the differences between formal and informal research and primary and secondary data.</p> <p>5.4 Explain the methods used in qualitative and quantitative research.</p> <p>5.5 Define and explain the concepts of validity and reliability.</p> <p>5.6 Identify the important issues in creating survey questionnaires.</p> <p>5.7 Explain the challenges international advertisers face in collecting research data abroad.</p> <p>5.8 Describe the pros and cons of advertising testing.</p>
<p>6 The process of marketing and advertising</p>	<p>6.1 Explain the role and importance of a</p>

<p>planning; the methods used to target audience and the relation to marketing plan objectives.</p>	<p>6.2 Describe how marketing and advertising plans are related.</p> <p>6.3 Explain the difference between objectives and strategies in marketing and advertising plans.</p> <p>6.4 Develop examples of need-satisfying and sales-target objectives.</p> <p>6.5 Explain how advertising budgets are determined.</p> <p>6.6 Describe how share-of-market/share-of-voice budgeting can be used for new product introductions.</p> <p>6.7 Describe the suitability of top-down, bottom-up, and integrated marketing communications planning</p>
<p>7 How communications media help advertisers achieve marketing and advertising objectives.</p>	<p>7.1 Explain the importance of creativity in media planning.</p> <p>7.2 Define reach and frequency and debate the controversy surrounding the concept of effective frequency.</p> <p>7.3 Discuss how reach, frequency, and continuity are related.</p> <p>7.4 Explain some of the secondary research sources available to planners and describe how they are used.</p> <p>7.5 Describe different types of advertising schedules and the purpose for each.</p> <p>7.6 Describe how a media plan helps accomplish a company's marketing and advertising objectives</p>
<p>8 The importance of relationship marketing in today's high-tech, over communicated world.</p>	<p>8.1 Define direct marketing and discuss its role in Integrated Marketing Communication (IMC).</p> <p>8.2 Explain the role of personal selling in an IMC program.</p> <p>8.3 Describe the advantages and drawbacks of personal selling.</p> <p>8.4 Define sales promotion and discuss its importance as a communications tool.</p> <p>8.5 Identify the benefits and drawbacks of sales promotion.</p> <p>8.6 Explain the difference between push and pull strategies.</p> <p>8.7 Describe the importance of relationship marketing and IMC</p>
<p>9 Sponsorships and corporate advertising in relationship marketing; integrated marketing communications and how advertising strategies are translated into creative briefs and message strategies that guide the creative process.</p>	<p>9.1 Distinguish between advertising and public relations.</p> <p>9.2 Discuss the key elements of crisis communications.</p> <p>9.3 Describe the difference between press agency and publicity.</p> <p>9.4 Identify the tools public relations practitioners use.</p> <p>9.5 Explain how event sponsorships can fit into an IMC plan.</p> <p>9.6 Define advocacy advertising and debate</p>

	<p>its role in a free society.</p> <p>9.7 Explain the role of corporate identity advertising.</p> <p>9.8 Discuss the meaning and the importance of creativity.</p> <p>9.9 Identify the members of the creative team and their primary responsibilities.</p> <p>9.10 Explain the role of the creative brief and its effect on the artistic expression in an ad or commercial.</p> <p>9.11 List the principal elements that should be included in a creative brief.</p> <p>9.12 Explain the purpose of the message strategy and how it differs from the creative strategy.</p>
<p>10 The nonverbal and verbal elements of message strategy-in print, radio, and television advertising.</p>	<p>10.1 Describe the roles of the various types of artists in the advertising business.</p> <p>10.2 Explain the use of advertising layouts and the steps in creating them.</p> <p>10.3 Describe the format elements of an <i>ad</i> and discuss how they relate to the objectives of advertising copywriting.</p> <p>10.4 Identify the art director's role in radio commercials.</p> <p>10.5 Explain the advantages and disadvantages of the different types of television commercials.</p> <p>10.6 Describe the role of computers in the print production process.</p> <p>10.7 Explain the development process for radio and TV commercials from initial concept through final production.</p> <p>10.8 Describe the major types of TV commercials.</p> <p>10.9 Explain how the major types of digital media are useful to advertisers.</p>
<p>11 The important factors advertisers weigh when considering digital interactive media and direct mail.</p>	<p>11.1 Describe the various opportunities and challenges presented by digital interactive media.</p> <p>11.2 Explain the evolution of interactive media.</p> <p>11.3 Describe the pros and cons of the Internet as an advertising medium.</p> <p>11.4 Define the various kinds of Internet advertising.</p> <p>11.5 Describe the internet's audience and the challenges involved in measuring it.</p> <p>11.6 Explain how Internet advertising is sold and how much it costs.</p> <p>11.7 Describe the various costs associated with direct-mail advertising</p>
<p>11 The factors advertisers consider when evaluating various out-of-home, exhibitiv, and supplementary media.</p>	<p>12.1 Describe the pros and cons of outdoor advertising.</p> <p>12.2 Explain how to measure exposure to outdoor media.</p> <p>12.3 Describe the types of standard outdoor advertising structures.</p>

	12.4 Detail the various options available in transit advertising. 12.5 Identify the influences on the cost of transit and other out-of-home media. 12.6 Explain the issues advertisers face when considering a change in packaging. 12.7 Describe the importance of exhibitive media in a company's marketing mix 12.8 Identify several types of supplementary media.
Methods of Evaluation: A 3-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in Advertising Management with a weighting of 100%.	

Recommended Learning Resources: Advertising Management

Text Books	<ul style="list-style-type: none"> • Strategic Advertising Management by Larry Percy , John Rossiter , Richard Elliott. ISBN-10: 0198782322 • The Advertising Agency Business: The Complete Manual for Management and Operation (Hardcover) by Eugene J. Hameroff. ISBN-10: 084423169X • The Advertising Handbook (Media Practice) by Sean Brierley. ISBN-10: 0415243920
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	None