



**Advanced Diploma in Marketing (881) – Advertising Management**

<b>Prerequisites:</b> Basic knowledge in marketing.	<b>Corequisites:</b> A pass or higher in Diploma in Marketing or equivalence.
<b>Aim:</b> The course 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 course 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 the implementations of them, that candidates will begin to understand various strategies.	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> The course requires a combination of lectures, demonstrations and class discussions.	
<p><b>Intended Learning Outcomes:</b></p> <p>1 Define advertising and the unique role advertising plays in the communication process. Understand the principles of free-market economics; the functions and effects of advertising in a free economy.</p> <p>2 Identify and explain the economic, social, ethical, and legal issues advertisers must consider.</p>	<p><b>Assessment Criteria:</b></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 Discuss 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 Discuss the various functions advertising performs in a free market.</p> <p>1.8 Discuss how the role of advertising has changed in recent years.</p> <p>1.9 Explore 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 Discuss how governments regulate advertising in UK and abroad.</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>2.7 Discuss the activities of nongovernment organizations in fighting fraudulent and deceptive advertising.</p>

<p>3 Discuss the basic tasks of both the client and the advertising agency, the roles of suppliers and the media.</p>	<p>3.1 Describe the various groups in the 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 Explain the range of tasks people perform in an ad agency and an in-house advertising department.</p> <p>3.5 Discuss how agencies get new clients and how they make money.</p> <p>3.6 Discuss the pros and cons of an in-house advertising agency.</p> <p>3.7 Discuss factors that affect the client/agency relationship.</p> <p>3.8 Explain how suppliers and the media help advertisers and agencies.</p>
<p>4 Understand the relationship between marketing activities and the way consumers behave.</p>	<p>4.1 Define marketing and explain the role advertising plays in the larger marketing context.</p> <p>4.2 Discuss the concept of product utility and the relationship between utility and consumer needs.</p> <p>4.3 Identify the key participants in the marketing process.</p> <p>4.4 Outline the consumer perception process and explain why advertising people say "perception is everything."</p> <p>4.5 Describe the fundamental motives behind consumer purchases.</p> <p>4.6 Discuss the various influences on consumer behavior.</p> <p>4.7 Explain how advertisers deal with cognitive dissonance.</p>
<p>5 Describe how marketers use behavioral characteristics to cluster prospective customers into market segments.</p>	<p>5.1 Identify the various methods advertisers use to segment both consumer and business markets.</p> <p>5.2 Explain the importance of aggregation to marketing and advertising.</p> <p>5.3 Discuss how target marketing affects the firm's advertising strategy.</p> <p>5.4 Describe the elements of the marketing mix and the role of advertising in the mix.</p> <p>5.5 Explain the purpose and importance of branding.</p>
<p>6 Examine how advertisers gain information about the marketplace and how they apply their findings to marketing and advertising decision making.</p>	<p>6.1 Discuss how research helps advertisers locate market segments and identify target markets.</p> <p>6.2 Explain the basic steps in the research process.</p> <p>6.3 Discuss the differences between formal and informal research and primary and secondary data.</p> <p>6.4 Explain the methods used in qualitative and quantitative research.</p> <p>6.5 Define and explain the concepts of</p>

	<p>validity and reliability.</p> <p>6.6 Identify the important issues in creating survey questionnaires.</p> <p>6.7 Explain the challenges international advertisers face in collecting research data abroad.</p> <p>6.8 Discuss the pros and cons of advertising testing.</p>
<p>7 Describe the process of marketing and advertising planning.</p>	<p>7.1 Explain the role and importance of a marketing plan.</p> <p>7.2 Describe how marketing and advertising plans are related.</p> <p>7.3 Explain the difference between objectives and strategies in marketing and advertising plans.</p> <p>7.4 Give examples of need-satisfying and sales-target objectives.</p> <p>7.5 Discuss the suitability of top-down, bottom-up, and integrated marketing communications planning.</p> <p>7.6 Explain how advertising budgets are determined.</p> <p>7.7 Describe how share-of-market/share-of-voice budgeting can be used for new product introductions.</p>
<p>8 Understand how communications media help advertisers achieve marketing and advertising objectives.</p>	<p>8.1 Describe how a media plan helps accomplish a company's marketing and advertising objectives.</p> <p>8.2 Explain the importance of creativity in media planning.</p> <p>8.3 Define reach and frequency and debate the controversy surrounding the concept of effective frequency.</p> <p>8.4 Discuss how reach, frequency, and continuity are related.</p> <p>8.5 Calculate gross rating points and cost per thousand.</p> <p>8.6 Name some of the secondary research sources available to planners and describe how they are used.</p> <p>8.7 Describe different types of advertising schedules and the purpose for each.</p>
<p>9 Emphasise the importance of relationship marketing in today's high-tech, over communicated world.</p>	<p>9.1 Discuss the importance of relationship marketing and Integrated Marketing Communication (IMC).</p> <p>9.2 Define direct marketing and discuss its role in IMC.</p> <p>9.3 Discuss the role of personal selling in an IMC program.</p> <p>9.4 Describe the advantages and drawbacks of personal selling.</p> <p>9.5 Define sales promotion and discuss its importance as a communications tool.</p> <p>9.6 Identify the benefits and drawbacks of sales promotion.</p> <p>9.7 Explain the difference between push and pull strategies.</p>
<p>10 Understand sponsorships and corporate advertising in relationship marketing and</p>	<p>10.1 Distinguish between advertising and public relations.</p>

<p>integrated marketing communications.</p>	<p>10.2 Discuss the key elements of crisis communications.</p> <p>10.3 Describe the difference between press agency and publicity.</p> <p>10.4 Identify the tools public relations practitioners use.</p> <p>10.5 Explain how event sponsorships can fit into an IMC plan.</p> <p>10.6 Define advocacy advertising and debate its role in a free society.</p> <p>10.7 Explain the role of corporate identity advertising.</p>
<p>11 Show how advertising strategies are translated into creative briefs and message strategies that guide the creative process.</p>	<p>11.1 Discuss the meaning and the importance of creativity.</p> <p>11.2 Identify the members of the creative team and their primary responsibilities.</p> <p>11.3 Explain the role of the creative brief and its effect on the artistic expression in an ad or commercial.</p> <p>11.4 List the principal elements that should be included in a creative brief.</p> <p>11.5 Explain the purpose of the message strategy and how it differs from the creative strategy.</p>
<p>12 Understand the nonverbal and verbal elements of message strategy-in print, radio, and television advertising. Present an overview of how ads and commercials are produced for print, electronic, and digital media.</p>	<p>12.1 Describe the roles of the various types of artists in the advertising business.</p> <p>12.2 Explain the use of advertising layouts and the steps in creating them.</p> <p>12.3 Explain the role of the copywriter in relation to other members of the creative team.</p> <p>12.4 Describe the format elements of an ad and discuss how they relate to the objectives of advertising copywriting.</p> <p>12.5 Identify the art director's role in radio commercials.</p> <p>12.6 Discuss the advantages and disadvantages of the different types of television commercials.</p> <p>12.7 Discuss the role of computers in the print production process.</p> <p>12.8 Explain the development process for ads and brochures from initial concept through final production.</p> <p>12.9 Discuss how materials for printing are prepared for the press.</p> <p>12.10 Explain the development process for radio and TV commercials from initial concept through final production.</p> <p>12.11 Describe the major types of TV commercials.</p> <p>12.12 Understand how to save money in radio and television production.</p> <p>12.13 Discuss the opportunities for special effects in television.</p> <p>12.14 Explain how the major types of digital media are useful to advertisers.</p>
<p>13 Explore the important factors advertisers weigh when considering digital interactive media and direct mail.</p>	<p>13.1 Discuss the various opportunities and challenges presented by digital interactive media.</p>

<p>14 Understand the factors advertisers consider when evaluating various out-of-home, exhibitive, and supplementary media.</p>	13.2	Explain the evolution of interactive media.
	13.3	Discuss the pros and cons of the Internet as an advertising medium.
	13.4	Define the various kinds of Internet advertising.
	13.5	Discuss the internet's audience and the challenges involved in measuring it.
	13.6	Explain how Internet advertising is sold and how much it costs.
	13.7	Detail the various costs associated with direct-mail advertising.
	14.1	Discuss the pros and cons of outdoor advertising.
	14.2	Explain how to measure exposure to outdoor media.
	14.3	Describe the types of standard outdoor advertising structures.
	14.4	Detail the various options available in transit advertising.
	14.5	Identify the influences on the cost of transit and other out-of-home media.
	14.6	Discuss the importance of exhibitive media in a company's marketing mix.
	14.7	Explain the issues advertisers face when considering a change in packaging.
	14.8	Identify several types of supplementary media.

### **Recommended Learning Resources: Advertising Management**

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

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