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MODULE DESCRIPTOR

Module Title

Advertising Communication

Reference	BS2247	Version	6
Created	February 2017	SCQF Level	SCQF 8
Approved	July 2013	SCQF Points	15
Amended	June 2017	ECTS Points	7.5

Aims of Module

To provide the student with the ability to evaluate the role, function and structure of the advertising industry within a consumer society.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Identify and locate the process of advertising communication within a social and economic context.
- 2 Evaluate the roles and function of advertising within the mass media industry.
- 3 Analyse the social and ethical debates relating to the role and function of the advertising industry.
- 4 Evaluate the stages in the strategic corporate campaign planning process.
- 5 Analyse the semiotics of advertising.

Indicative Module Content

Advertising appropriation, budgets, costing and assessment of objectives. Analysis of the different advertising vehicles, above the line and below the line media analysis. Direct response advertising and sales promotion techniques and function. Media characteristics and advertising application. The media planning process and media advertising implementation. Communication Industry stakeholders. The voluntary and legal codes of advertising. Ethical issues. Language; Analysis of advertising signification and relationship to target groups.

Module Delivery

This is a lecture based course supplemented with tutorial and seminar sessions. Students are expected to prepare for seminars and contribute to the discussion of the seminar topics. Student centred learning takes the form of directed reading and preparation for seminar work.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	33	33
Non-Contact Hours	117	117
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Examination	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:					

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Examination - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None in addition to course entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1. FILL, C., 2016. *Essentials of marketing communications*. Harlow: Financial Times Prentice Hall.
2. HACKLEY, C.E., 2010. *Advertising and promotion: an integrated marketing communications approach*. 2nd ed. London: Sage.