

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Advertising and Promotion		
<b>Module Code</b>	44-4085-00L		
<b>Level</b>	4		
<b>Credit Points</b>	20		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	40% Practical 60% Coursework		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	<b>Long: 2 semesters</b>	<b>Short: 1 semester</b>	<b>Other delivery pattern:</b> <i>Please specify</i>
YES	YES		

### 1 MODULE AIMS

The aims of this module are to:

- introduce and examine the changing role of advertising and promotion;
- develop an understanding and awareness of how advertising and promotion is used in private, public and not for profit organisations; and
- develop an appreciation of advertising and promotion as a foundation for further study.

### 2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Define the nature and role of advertising and promotion;
2. Explain the outcomes/results that can be achieved through advertising and promotion and their impact on organisational performance;
3. Apply and evaluate appropriate advertising and promotion for particular organisational situations; and
4. Devise creative and innovative approaches and solutions to a creative brief.

### 3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Teaching will be undertaken in both large group and small group settings.

The module will be assessed by 60% coursework and 40% practical.

Details of the coursework together with timings for submission will be given at the start of the module.

Key skills that will be especially developed in this module are gathering and using information, working with others and communicating.

#### **ASSESSMENT STRATEGY AND METHODS**

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Practical	PR	40%		No
2	Coursework	CW	60%	2,500	No

### 4 INDICATIVE MODULE CONTENTS / TOPICS

Basic communications models;

- The dynamic nature of the commercial communications environment;
- Marketing and promotional mixes in private, public and not for profit organisations;
- Defining advertising and promotion;
- Advertising;
- Advertising messages and media;
- Targeting and profiling;
- Personal selling;
- Public relations;
- The Creative Process;
- Merchandising and point of sale; and
- Direct marketing.

#### **FURTHER INFORMATION ABOUT THIS MODULE**

**FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.**

Feedback from coursework elements throughout the module

**THIS INFORMATION CAN BE FOUND IN**

Module Guide  
Assessment Briefs  
Blackboard Site

**NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE  
FROM YEAR TO YEAR.**

**FINAL TASK**

<b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b>	<b>Task No.</b>  2
---	--------------------------

**MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	<b>Y</b>
<b>Single Referral Package for All Referred Students</b>	<b>N</b>

**REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review