**CSK 2212 INTRODUCTION TO ADVERTISING**

This course is designed as a comprehensive introduction to the principles and practices of advertising. The role of persuasive communication tools is stressed. Advertising is also examined as an element in our social system; a business system; an art and communication form; and as a science. The course also examines the distinctive features of advertising, information and persuasion; kinds of deviation from normal usage e.g. graphological, phonological etc. The course also explores importance of word-play in advertising; examining the accusation that advertising is propaganda.

This course aims to introduce students to the history and the basic principles of advertising. The course discusses targeting positioning and consumer purchasing motivations as necessary tools to designing effective advertising. Students will learn how to select and use various advertising media to meet specific marketing problems & opportunities

**Course Content:**

1. Advertising foundations

* The foundations of advertising
* Advertising role
* Advertising and society

1. Planning and strategy

* how advertising works
* the consumer audience
* strategic research
* strategic planning

1. Advertising media

* print and out of home media
* broadcast media
* interactive and alternative media
* media planning and buying

1. Creative Advertising

* the creative side and message strategy
* copywriting
* Design and production

1. Integration and evaluation

* Direct response
* Sales promotion, events and sponsorship
* Public relations
* Special advertising situations
* Evaluation of effectiveness

**Learning outcomes:**  
At the end of the course, students should be able to:

1. Demonstrate a basic understanding of advertising industry and the basic principles that guide its practitioners
2. Define, discuss, apply basic communication theories and concepts for commercial advertising purposes
3. Identify and discuss briefly the basic structure of an advertising agency and how each functional department agency and how each functional department contributes to the final communication piece (e.g. research strategy, media creativity, production and account management)
4. Critically analyse and discuss the strengths and limitations of an advertisement/advertising campaign

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

[Steve Lance](http://www.amazon.com/Steve-Lance/e/B0034Q903U/ref=sr_ntt_srch_lnk1?_encoding=UTF8&qid=1282200119&sr=1-1) and Jeff Woll. (2006).[The Little Blue Book of Advertising: 52 Small Ideas That Can Make a Big Difference](http://www.amazon.com/Little-Blue-Book-Advertising-Difference/dp/1591841240/ref=sr_1_1?ie=UTF8&s=books&qid=1282200119&sr=1-1)

[Pete Barry](http://www.amazon.com/Pete-Barry/e/B0034P93MO/ref=sr_ntt_srch_lnk2?_encoding=UTF8&qid=1282200119&sr=1-3). (2008).[The Advertising Concept Book](http://www.amazon.com/Advertising-Concept-Book-Pete-Barry/dp/0500287384/ref=sr_1_3?ie=UTF8&s=books&qid=1282200119&sr=1-3)

[David Ogilvy](http://www.amazon.com/David-Ogilvy/e/B000APAF1O/ref=sr_ntt_srch_lnk3?_encoding=UTF8&qid=1282200119&sr=1-4)(1985).[Ogilvy on Advertising](http://www.amazon.com/Ogilvy-Advertising-David/dp/039472903X/ref=sr_1_4?ie=UTF8&s=books&qid=1282200119&sr=1-4)

[Maxine Paetro](http://www.amazon.com/Maxine-Paetro/e/B001H6SAH6/ref=sr_ntt_srch_lnk5?_encoding=UTF8&qid=1282200119&sr=1-6). (2002).[How to Put Your Book Together and Get a Job in Advertising: 21st Century Edition](http://www.amazon.com/How-Your-Book-Together-Advertising/dp/1887229132/ref=sr_1_6?ie=UTF8&s=books&qid=1282200119&sr=1-6)

Bradley Sugars and Brad Sugars. (2005).[Instant Advertising (Instant Success Series)](http://www.amazon.com/Instant-Advertising-Success-Bradley-Sugars/dp/0071466606/ref=sr_1_7?ie=UTF8&s=books&qid=1282200119&sr=1-7)