**MCO 3203 PRINCIPLES OF ADVERTISING**

**COURSE NAME: PRINCIPLES OF ADVERTISING COURSE CODE: MCO 3203**

**CREDIT UNITS: 3**

**CONTACT HOURSE : 45**

**TYPE OF COURSE : CORE**

**Course Description:**

The course is designed to enable students get a thorough grasp of the advertising profession and. industry. It addresses the basics of concept- generation and writing advertising copy for all sorts of media. Students learn about: the development of the advertising industry; its nature, functions, uses and importance; theory, trends and nature of the advertising profession; the distinction and relationship between advertising, branding, marketing, publicity and promotion; the advertising career; ethical principles in advertising; conceptualizing and designing good adverting copy for all sorts of media; determining quality advertising.

**Course Objectives:**

1. To develop the learner’s understanding of philosophical underpinnings of the practice of advertising

2. To expose the learner to key theories of advertising and their critiques.

3. To enable the learner to determine quality advertising based on what is generated by the industry

4. To enable students grasp the skill of conceptualizing and designing good advertising for all forms of media.

5. To enable students learn how to write good advertising copy for a variety of media.

**Course Outline:**

Section A: Theory of Advertising

• Definitions, Background and historical evolvement

• Relationship with branding, marketing, public relations, publicity and promotion

• Types, categories, forms and kinds of advertising

• The Advertising Profession and Career

• Advertising Theories

• Gender and advertising

Section B: The Practice of Advertising; Making Advertising Copy

• Concept Generation and the Steps to an advertising message:

./ Research

./ The role of Creativity in advertising

./ The creative work plan

./ The creative strategy

./ Copy writing

./ Production and Design

• Creating Advertising for Specific Media

a) Print advertising: (elements of a print ad, format, style and layout, Advantages)

b) Radio advertising: (elements and format for a radio script, radio writing, radio production, Advantages)

c) Television advertising: elements and formats for a T.V spot, some television terminology, story boards, television writing, advantages of television advertising)

d) Outdoor advertising: (types of outdoor boards, writing outdoor copy

– the techniques, advantages of outdoor advertising over other forms of advertising)

e) Internet/online advertising: (online writing, forms, advantages of online advertising)

• Trends and the Future of Advertising **(**Integrated Marketing

Communication, Online advertising

Covert and innovative ways of advertising, direct advertising/direct marketing)

• Ethical, regulatory and legal issues in advertising

**Learning Outcomes:**

By the end of the course, the learner should be able to:

1. Define and explain key concepts in the study of advertising

2. Trace the historical origins of the study of advertising

3. Distinguish between advertising and other marketing tools like promotion, public relations, publicity, and branding.

4. Discuss the different forms and categories of advertising

5. Discuss the steps followed in the development of an advertisement.

6. Demonstrate the skill and ability to conceptualize and develop adverting copy for all media forms.

7. Demonstrate the ability to determine quality advertising

**Methods of Teaching/Delivery:**

• Interactive lectures

• Individual research/ Independent study

• Group presentations

• Discussions and debates

**Methods of Assessment:**

• Coursework comprising at least 2 assignments and oral presentation will contribute 40%.

• The final examination will contribute 60%.

**Readings/Reference Materials/Learning Resources:**

• Advertising campaigns of some of the major corporate organizations in Uganda for examples;- Banks; Telecom operators; Soft Drinks, Breweries among others

• Baran S.J. & Davis D. K. 2003. Mass Communication Theory: Foundations, Ferment and Future. (3rd ed.) Belmont: Wadsworth.

• Dominick R. J., 2002, The Dynamics of Mass Communication. (7th ed.).

Boston, MA: McGraw-Hill Inc.

• Sandra Moriarty, Nancy Mitchell, William Wells, (2008) Advertising

Principles and Practice, Pearson Prentice Hall

• Sugarmann. Joseph., (2006) The Ad Week Copy Writing Handbook: the ultimate guide to writing powerful advertising and marketing copy from one of America's top copywriters, Wiley