

THE UNIVERSITY OF HONG KONG
HKU SPACE Community College

Associate Degree Programmes 2020-21
Course Document

Course Title: Advertising: Principles and Practice

Course Code:	C	C	C	U	4	0	1	9
QF Level:	4							
Contact Hours:	39 Hours							

Aims and Objective

This course aims to introduce the importance of advertising in business strategies. Basic concepts and practices of advertising will be discussed in the context of integrated marketing communication (IMC). Students are expected to learn the basic communication tools used in formulating and implementing advertising strategies and apply theories and models to make better communication decisions.

Intended Learning Outcomes of the Course

On completion of the course, students should be able to

- ILO1. identify basic concepts of Integrated Marketing Communication (IMC);
- ILO2. analyze advertising strategies commonly used in Hong Kong;
- ILO3. evaluate the effectiveness of advertisements in different media, including print, broadcast and new media;
- ILO4. plan an advertising campaign for actual products or services in Hong Kong.

Syllabus

- 1. An Introduction to Integrated Marketing Communications**
 - Basic concepts of Integrated Marketing Communications
 - Reasons for the growing importance of Integrated Marketing Communications
 - IMC planning process
- 2. The Role of IMC in the Marketing Process**
 - Opportunity and competitive analysis
 - Market segmentation and selecting a target market
 - Positioning
- 3. The Communication Process**
 - Basic communication process
 - Establishing communication objectives
- 4. Creative Strategy and Tactics**
 - Advertising creativity
 - Creative strategy: planning and development
 - Creative tactics: execution styles and techniques

5. Media Planning and Strategy

- Media terms and concepts
- Broadcast media: TV and radio
- Print media: magazines and newspapers
- Support media

6. Digital Media: Planning, Strategy and Idea Development

- Common forms of digital advertising
- Use of social media
- Mobile apps and location-based marketing
- Content marketing and influencer marketing

7. Other Basic Promotional Tools

- Direct marketing
- Sales promotion
- Public relations, publicity and corporate advertising

8. Evaluating the social and ethical aspect of advertising and promotion

- Ethics in advertising and promotion
- Criticisms of advertising

Assessment

Description	Weighting
Creative Task	5%
Individual Assignment	25%
Group Presentation	30%
Participation	10%
Case Study	30%

Pre-requisite(s)

Nil

Required and Recommended Reading

Required readings:

1. Belch, G. E., & Belch, M. A. (2020). *Advertising and promotion: An integrated marketing communications perspective*. (12th ed). New York: Irwin/McGraw-Hill.

References:

1. Arens, W. F. & Weigold, M. F. (2020). *Contemporary advertising and integrated marketing communications* (16th ed). New York: Irwin/McGraw-Hill.
2. Young, M. (2018). *Ogilvy on Advertising in the Digital Age*. New York: Bloomsbury.