



UNIVERSITI TEKNOLOGI MARA

ADE414: CREATIVE STRATEGIES IN ADVERTISING

Course Name (English)	CREATIVE STRATEGIES IN ADVERTISING APPROVED
Course Code	ADE414
MQF Credit	3
Course Description	This course is designed to give students a basic understanding of the creative strategy development process and an appreciation for the critical role strategy plays in designing an advertising campaign. The students will examine the creative process from beginning to end, starting with techniques for creating and developing the “big idea” and finishing with the creation of a professional-caliber ad campaign, as they will be presented to a real-life client. In addition to campaign creation skills, students will have an opportunity to develop corporate design and copywriting skills. The course focuses both on preparing the comprehensive documentation of visual strategies and refining creative thinking skills.
Transferable Skills	Independent and critical thinker Expert in the field Effective communicator Solution provider Confidence Problem Solving Innovation
Teaching Methodologies	Lectures, Studio, Case Study, Practical Classes, Discussion, Presentation
CLO	CLO1 Explains basic steps in the development of creative strategy. CLO2 Use multiple approaches in the development of strategy. CLO3 Identify the relationship between advertising development and other elements of the marketing and communication mix
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to the course 1.1) Course overview, objectives, synopsis, syllabus content, teaching method, evaluation, references and weekly scheme of work. 1.2) Entrance & Exit survey	
2. Introduction to Advertising 2.1) Definition 2.2) What is Advertising 2.3) Types of Advertising 2.4) Advertising Campaign 2.5) Functions of Advertising	
3. Advertising through the Eyes of the Consumer 3.1) Current Analysis 3.2) Case Studies of Local Advertising 3.3) Consumer Behavior, Cultures and Desire	
4. Introduction to Marketing and Advertising Plan 4.1) The Marketing Plan 4.2) 1. Definition of Marketing 4.3) 2. Marketing Goals 4.4) The Advertising Plan 4.5) Know Your Product : THE CREATIVE PLATFORM 4.6) Creative Strategies	

5. Situation Analysis 5.1) Global Analysis 5.2) Local Analysis 5.3) Case Studies
6. Consumer Research 6.1) Target Audience : 6.2) 1. Demographic 6.3) 2. Psychographic
7. Media Planning 7.1) Introduction to Media Planning 7.2) Media Objectives 7.3) Media Strategies 7.4) Budgetting 7.5) Principles for Selecting Media Vehicles 7.6) Above The Line Advertising 7.7) Below The Line Advertising 7.8) Current Social Media
8. Creating Advertisements and Commercials 8.1) Components of Effective Advertising Layout 8.2) Elements of Advertising 8.3) Visual Based Ads 8.4) Copy Based Ads
9. Design Planning Process 9.1) Introduction 9.2) Design Methodology 9.3) Creative Work Plan 9.4) Creative Concept Development 9.5) Creative Innovation
10. Executing Concept and Idea 10.1) The BIG IDEA 10.2) Communication Process 10.3) From Idea and Strategy to Execution Styles 10.4) Culture of the Receiver
11. Planning Advertising Media & Format 11.1) Strategic Planning 11.2) Campaign Timeline 11.3) Teaser, Launch and Follow Up
12. Copywriting 12.1) Introduction to Copywriting 12.2) Headlines 12.3) Taglines 12.4) Body Copy 12.5) Endorsements and Testimonials
13. Progressive and Assessment 13.1) Discussion / Consultation and Monitoring work progress
14. FINAL PRESENTATION 14.1) Discussion / Consultation and Critic Session

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Students are required to do a research on a bad design advertisement (based on own observations or public critics) and re-design the ad	30%	CLO1
	Final Project	FINAL PROJECT Based on the Creative Platform prepared for assignment 2, students are required to design a creative advertising campaign.	40%	CLO3
	Individual Project	CREATIVE PLATFORM Students are required to do a research on a product / service, and come up with a Creative Platform report.	30%	CLO2

Reading List	Recommended Text	• Pete Barry, <i>The Advertising Concept Book</i> , 2nd Ed., 16 [ISBN: 9780500516232]
	Reference Book Resources	<ul style="list-style-type: none"> • Tim Collins 2014, <i>100 Ways to Create a Great Ad</i>, Laurence King Publishing [ISBN: 9781780671680] • Robyn Blakeman 2011, <i>Advertising Campaign Design</i>, Routledge [ISBN: 9781317477679] • Jim Aitchison 2008, <i>Cutting Edge Advertising</i>, Prentice Hall [ISBN: 9810678886] • Robin Landa 2005, <i>Designing Brand Experience: Creating Powerful Integrated Brand Solutions</i>, Cengage Learning [ISBN: 1401848877] • Tom Altstiel, Jean Grow 2015, <i>Advertising Creative</i>, SAGE Publications [ISBN: 9781506315409]

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources