



UNIVERSITI TEKNOLOGI MARA

EAD413: ADVERTISING HISTORY

Course Name (English)	ADVERTISING HISTORY APPROVED
Course Code	EAD413
MQF Credit	2
Course Description	This course is aimed to describe the history of advertising from the beginning of printing history to advertising in the modern era. It will cover areas from the origins of advertising, printing technology, industrial revolution, local history, to the future of advertising. These basic elements will set the framework for the more detailed study to follow in the area of advertising and graphic design.
Transferable Skills	Ethically and Socially Sensitive Expert in the Field Effective Communicator Responsive
Teaching Methodologies	Lectures, Tutorial, Discussion, Computer Aided Learning
CLO	CLO1 Define the terminology in advertising CLO2 Explain the difference era or periods of advertising CLO3 Study advertising layouts with references from previous era
Pre-Requisite Courses	No course recommendations
Topics	
1. Syllabus overview 1.1) Course Introduction	
2. Introduction to Advertising 2.1) History and dimension of advertising 2.2) Advertising during Victorian era	
3. Early Advertising of the West 3.1) Early agencies	
4. Early advertising of the West 4.1) American advertising & graphic design 4.2) American art directors	
5. Early advertising of the West 5.1) Early newspaper advertising 5.2) Creative revolution on Madison Avenue	
6. History of printing technology 6.1) The importance of printing	
7. History of printing technology 7.1) The contribution of printing in advertising	
8. Project Assesment 8.1) n/a	
9. Industrial revolution and its impact on advertising 9.1) Prospect of mass advertising	
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11. Advertising in Malaysia 11.1) Starting era 11.2) Television cometh	

12. Advertising in Malaysia

- 12.1) Type of advertising agency
- 12.2) History of media advertising

13. The future of advertising

- 13.1) Mobile advertising
- 13.2) Internet advertising
- 13.3) Advertising of the future

14. Final Project Assessment

- 14.1) Critic Session
- 14.2) Discussion

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment	30%	CLO2
	Final Project	Final Project	40%	CLO3
	Individual Project	Individual Project	30%	CLO1
Reading List	Recommended Text	<ul style="list-style-type: none"> • Marc Loiseau, Stephane Pincas 2015, <i>A History of Advertising</i>, Taschen Benedikt Verlag Gmbh [ISBN: 9783836556125] 		
	Reference Book Resources	<ul style="list-style-type: none"> • Mark Tungate 2013, <i>Adland</i>, Kogan Page Publishers [ISBN: 9780749464325] • Katherine Toland Frith, Barbara Mueller 2010, <i>Advertising and Societies</i>, Peter Lang New York [ISBN: 9781433103858] • Kathy Best 2006, <i>Design Management. Managing Design Strategy, Process and Implementation</i> 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			