



UNIVERSITI TEKNOLOGI MARA

GDA635: SOCIAL ENVIRONMENT

Course Name (English)	SOCIAL ENVIRONMENT APPROVED
Course Code	GDA635
MQF Credit	2
Course Description	As an advanced level of Graphic Communication studies, this course introduce in depth understanding of ethical behavior and social responsibility in the global environment which regulation are implied in the advertising activities. Its main objective is to provide professionals with a structured ethical reasoning and ethical decision-making model that will enable them to clearly ascertain the relation between advertising and ethics.
Transferable Skills	1. Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks. 2. Demonstrate the ability to dream, imagine and visualize 3. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Blended Learning, Case Study, Tutorial, Discussion, Small Group Sessions , Journal/Article Critique
CLO	CLO1 Analyse on the ethical behavior and social responsibility in the global environment in which advertising operates. CLO2 Justify the legal system and the regulatory environment in which advertising operates in the Malaysia. CLO3 Construct critical thinking of the regulatory environment in which advertising operates to the legal implications present in advertising activities.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction 1.1) Definition and Overview Of Course Outcome	
2. How Critics Look At Advertising 2.1) The General Public as Critics	
3. How Critics Look At Advertising 3.1) Public Critics and Defenders Of Advertising	
4. Advertising Ethics 4.1) False, Misleading, or Deceptive Advertising	
5. Advertising Ethics 5.1) Ethical and Moral Principles	
6. Advertising Regulation 6.1) Regulation by the Federal Government Law	
7. Advertising Regulation 7.1) Areas Of Advertising Control	
8. Comparative Advertising 8.1) Subliminal Advertising	
9. Comparative Advertising 9.1) Bad Taste in Advertising	
10. Comparative Advertising 10.1) Advertising and Children	

11. Comparative Advertising 11.1) Advertising and Stereotypes
12. Comparative Advertising 12.1) Political Advertising
13. Advertising's Influence On The Media 13.1) How advertising influence media industry
14. Evaluating The Social and Ethical 14.1) Economic Aspects Of Advertising And Promotion

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Students need to choose ONE (1) local advertisement/commercial and write critics of it.	30%	CLO1
	Case Study	Students need to choose TWO (2) local advertisement/commercial that have mislead, false or any related issues that may be convicted under the Malaysia legislation. Write a report about the specific advertisement and identified in accordance with Malaysia legislative act	30%	CLO2
	Final Project	Students need to identify current issue related to the society. Study and analyze the issue and recommend the outcome using above the line media.	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Robin Landa 2005, <i>Designing Brand Experience: Creating Powerful Integrated Brand Solutions</i>, 10, Cengage Learning [ISBN: 14018-4887-7]
	Reference Book Resources	<ul style="list-style-type: none"> John Dunn, <i>Advertising</i>, 7 Ed., 3,4,5, Lucent Books (October 1996) [ISBN: 1560061820] Maiké Dürk 2011, <i>Ethical Claims in Advertising</i>, GRIN Verlag [ISBN: 3640895762]

Article/Paper List	This Course does not have any article/paper resources
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Other References	<ul style="list-style-type: none"> Website Attorney General's Chamber Of Malaysia <i>Law Of Malaysia</i> http://www.agc.gov.my
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