



UNIVERSITI TEKNOLOGI MARA

GDA686: CASE STUDIES IN ADVERTISING AND PUBLIC RELATIONS

Course Name (English)	CASE STUDIES IN ADVERTISING AND PUBLIC RELATIONS APPROVED
Course Code	GDA686
MQF Credit	3
Course Description	Providing an intellectually stimulating platform covering the communication problems faced by brands and entities worldwide. This seminar provides support to Final Year Project (FYP) research and design content.
Transferable Skills	Demonstrate ability to discriminate and articulate self skills, distinguish and adopt.
Teaching Methodologies	Lectures, Blended Learning, Inquiry-based Learning, Case Study, Problem Based Learning (PBL)
CLO	CLO1 To discriminate the advertising strategies used in different industries CLO2 To distinguish by discerning the appropriate advertising strategies to apply to the final year project CLO3 To adopt suitable and ethical advertising strategies for the final year project
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to course content	
1.1) Overview of issues surrounding a brand or entity and the need to strategize in order to :	
1.2) do damage control when the position brand/entity is being compromised	
1.3) to strengthen market position	
1.4) to maintain brand presence in the market	
1.5) to always be on the consumers' mind	
1.6)	
1.7) Also introduction to the course info, topics, scheme of work, projects, assessment criterias	
2. Strategies used in advertising case studies from different industries	
2.1) What is a strategy	
2.2) why is a strategy important	
2.3) why are strategies important to brand/entities	
3. Types of advertising strategies	
3.1) Effective types of advertising appeals and why they work.	
4. Media channels strategy	
4.1) Broadcasting effectively, choosing the platform where your audience are.	
5. Ethical ways of getting what you want	
5.1) The Malaysian advertising rules and regulations	
5.2) Does ethical approach make a good strategy	
6. Strategies that can work for your project	
6.1) Adopting or adapting a strategy	

Assessment Breakdown					%
Continuous Assessment					100.00%
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO	
	Assignment	To adopt activity from the case studied into the final year project	40%	CLO3	
	Individual Project	Individual presentation on advertising case studies to suit the final year project	30%	CLO2	
	Presentation	Group presentation on advertising case studies from different industries	30%	CLO1	
Reading List	Recommended Text	<ul style="list-style-type: none"> • by Larry Dobrow 1984, <i>When advertising tried harder</i>, Friendly Press New York City, N.Y. [ISBN: 0914919008] • Allen H. Center, Patrick Jackson, Stacey Smith, Frank Stansberry, <i>Public Relations Practices</i>, Prentice Hall [ISBN: 9788120342125] 			
Article/Paper List	Recommended Article/Paper Resources	<ul style="list-style-type: none"> • KARLEE WEINMANN AND KIM BHASIN 2011, 14 False Advertising Scandals That Cost Brands Millions, SEP. 16, 2011, 5:33 PM http://www.businessinsider.com/false-advertising-scandals-2011-9?IR=T&op=1 • JASON KEATH 2012, 105 Facebook Advertising Case Studies, Jun 19, 2012 http://socialfresh.com/facebook-advertising-examples/ • 2014 PR Case Studies http://www.prsa.org/Intelligence/BusinessCase/CaseStudies#.VKNNQARol 			
Other References	This Course does not have any other resources				