



UNIVERSITI TEKNOLOGI MARA

ADT611: ADVERTISING AND CREATIVE STRATEGIES

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| Course Name (English) | ADVERTISING AND CREATIVE STRATEGIES APPROVED |
| Course Code | ADT611 |
| 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 | 1. Demonstrate the ability to dream, imagine and visualize. 2. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. |
| Teaching Methodologies | Lectures, Studio, Tutorial, Presentation |
| CLO | CLO1 Explains basic steps in the development of creative strategy CLO2 Explains the critical role creative strategy plays in the development of advertising. CLO3 Use multiple approaches in the development of strategy. CLO4 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) Definition | |
| 2. Project Plan 2.1) Advertising through the eyes of the consumer | |
| 3. Project Plan 3.1) The Marketing plan, The Advertising Plan | |
| 4. Project Plan 4.1) Consumer research | |
| 5. Project Plan 5.1) Situation analysis | |
| 6. Project Plan 6.1) Media Planning | |
| 7. The Design Process 7.1) A practical design research | |
| 8. The Design Process 8.1) Creative work plan | |
| 9. The Design Process 9.1) Concept Development | |
| 10. The Design Process 10.1) Creating Advertisements and Commercials | |

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| 11. Advertising Design 11.1) Design Planning Process |
| 12. Advertising Design 12.1) Planning advertising media & format |
| 13. Advertising Design 13.1) Component of effective advertising layout |
| 14. Advertising Design 14.1) Copywriting |

| Assessment Breakdown | % |
|-----------------------|--------|
| Continuous Assessment | 40.00% |
| Final Assessment | 60.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|----------------------------------|--------------------|---|-----------------|--------------------|
| | Assignment | Students need to do research activities in order to find the appropriate data to execute effective design solution. | 20% | CLO1 , CLO2 |
| | Individual Project | Students need to create better concept & idea according to research and reviewing establish effective advertising design. Enhance their presentation skills in order to explain the progress work when producing advertising design | 20% | CLO1 , CLO2 , CLO3 |

| Reading List | Recommended Text | Reference Book Resources |
|---------------------------|--|---|
| | <ul style="list-style-type: none"> • William Arens, Michael Weigold, Christian Arens, <i>Contemporary Advertising</i>, 7 Ed., McGraw-Hill/Irwin [ISBN: 0078028957] • Don E. Schultz and Beth E. Barnes 1994, <i>Strategic Advertising Campaigns</i>, USA : NTC Publishing [ISBN: 0844230154] • Pete Barry 2012, <i>Advertising Concept Book</i>, Thames & Hudson [ISBN: 0500290318] | <ul style="list-style-type: none"> • Sandra Moriarty, Nancy Mitchell, William wells 2012, <i>Advertising Principles and Practices Global Edition</i>, 5 Ed. [ISBN: 027375292-8] • Ron Lane, Karen King, Tom Reichert 2010, <i>Kleppner's Advertising Procedure</i>, Prentice Hall [ISBN: 0136110827] • Sandra E. Moriarty 1991, <i>Creative advertising</i>, Prentice-Hall Englewood Cliffs, N.J. [ISBN: 0131899112] |
| Article/Paper List | This Course does not have any article/paper resources | |
| Other References | This Course does not have any other resources | |