



UNIVERSITI TEKNOLOGI MARA

EAD418: ADVERTISING CREATIVE STRATEGIES

Course Name (English)	ADVERTISING CREATIVE STRATEGIES APPROVED
Course Code	EAD418
MQF Credit	2
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 Confident
Teaching Methodologies	Lectures, Studio, Demonstrations, Case Study, Practical Classes
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) Course overview	
2. Advertising through the Eyes of the Consumer 2.1) n/a	
3. Introduction to Marketing and Advertising Plan 3.1) n/a	
4. Situation Analysis 4.1) n/a	
5. Consumer Research 5.1) n/a	
6. Media Planning 6.1) n/a	
7. Creating Advertisements and Commercials 7.1) Component of Effective Advertising Layout	
8. Design Planning Process 8.1) Concept Development	
9. Executing Concept and Idea 9.1) n/a	

10. Planning Advertising Media & Format 10.1) n/a
11. Copywriting 11.1) n/a
12. Progressive and Assessment 12.1) n/a
13. Progressive and Assessment 13.1) n/a
14. Final Assessment 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 3	20%	CLO3
	Assignment	Assignment 4	20%	CLO4
	Assignment	Assignment 1	30%	CLO1
	Assignment	Assignment 2	30%	CLO2

Reading List	Recommended Text
	<ul style="list-style-type: none"> • William F. Arens 1999, <i>Contemporary Advertising</i>, 7th Ed., McGraw-Hill USA • Moriarty, S E 1991, <i>Creative Advertising : Theory and Practice</i>, Prentice Hall USA • Don E. Schultz and Beth E. Barnes 1994, <i>Strategic Advertising Campaigns.</i>, NTC Publishing USA • Foster, J 1996, <i>How to Get Ideas</i>, Berrett – Koehler Publishers USA

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