



UNIVERSITI TEKNOLOGI MARA

GDA646: ADVERTISING DESIGN EXECUTION

Course Name (English)	ADVERTISING DESIGN EXECUTION APPROVED
Course Code	GDA646
MQF Credit	5
Course Description	As an advanced level of Advertising Design studies, this course is a continuity of Advertising Design Research and to introduce in depth understanding of communication strategies, research methods, and creative approaches in professional advertising design practice and design management skills. In order to fulfill the course, students are required to apply advertising strategies and plan for the execution of their final year projects. An understanding of marketing issues if to develop design solutions that communicate with their target audience. It is vital that students develop the transferable skills needed to work effectively in creative advertising teams, solve communication design problems and, perhaps most importantly, communicate their ideas with a good understanding of markets and branding.
Transferable Skills	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving
Teaching Methodologies	Lectures, Studio, Web Based Learning, Presentation, Self-directed Learning, Supervision
CLO	CLO1 Employ the concept of product utility and the relationship of utility to consumer needs. CLO2 Analyze a good advertising campaign to understand the idea and strategy. CLO3 Construct creative advertising strategy and its planning and execution with reference to various types of current advertising style. CLO4 Demonstrate advertising expressions and strategies of communication in the society, to conclude with the execution of a coordinated advertising design projects.
Pre-Requisite Courses	No course recommendations
Topics	
1. Integrated Marketing Program Situation Analysis 1 1.1) 1. Organizing for Advertising and Promotion 1.2) 2. Types of Advertising Agencies	
2. Integrated Marketing Program Situation Analysis 2 2.1) 1. Perspectives on Consumer Behavior 2.2) 2. The Consumer Learning Process	
3. Review 1 3.1) N/A	
4. Analyzing the Communication Process 1 4.1) A basic model of Communication 4.2) Analyzing the Receiver	
5. Analyzing the Communication Process 2 5.1) 1. The response process 5.2) 2. Cognitive Processing of Communications	
6. Objectives and Budgeting for Integrated Marketing Comm. Program 6.1) 1. The Value of Objectives 6.2) 2. Communications 6.3) 3. Planning and Decision Making	

7. Objectives and Budgeting for Integrated Marketing Comm. Prog 7.1) 1. Determining Promotional Objectives 7.2) 2. Sales Versus Communications Objectives 7.3) 3. Sales-Oriented Objectives 7.4) 4. Communications Objectives
8. Objectives and Budgeting for Integrated Marketing Comm. Prog 8.1) 5. Establishing and Allocating 8.2) 6. The Promotional Budget 8.3) 7. Budgeting Approaches 8.4) 8. Allocating the Budget
9. Review 2 9.1) N/A
10. Media Planning Strategy 1 10.1) 1. An overview of Media Planning 10.2) 2. Problems in Media Planning 10.3) 3. Establishing Media Objectives
11. Media Planning and Strategy 2 11.1) 1. Developing and Implementing Media Strategies 11.2) 2. Budget Considerations 11.3) 3. Evaluation
12. Creative Strategy: Implementation and Evaluation 12.1) 1. Appeals and Execution Styles
13. Creative Strategy: Implementation and Evaluation 13.1) 2. Creative Tactics
14. Support Media 14.1) 1. Out of Home Media 14.2) 2. In Store Media 14.3) 3. Transit Advertising
15. Support Media 15.1) 4. Promotional Products Marketing 15.2) 5. In flight Advertising 15.3) 6. Advertising on Internet 15.4) 7. Miscellaneous other Media
16. Review 3 16.1) N/A
17. Final Project 17.1) N/A

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Review 1 - Creative Platform	10%	CLO1
	Assignment	Review 2 - Ideation and sketches	15%	CLO2
	Assignment	Review 3 - Final Execution	15%	CLO3
	Final Project	Internal and external final assessment and exhibition. (Finished artwork of full advertising campaign)	60%	CLO4
Reading List	Recommended Text	<ul style="list-style-type: none"> • John DiMarco 2017, <i>Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations</i>. [ISBN: 9781119118879] • Advertising Creative: Strategy, Copy, and Design 2017, <i>Advertising Creative: Strategy, Copy, and Design</i>, Sage [ISBN: 9781506315386] • Pete Barry, <i>The Advertising Concept Book</i>, Thames & Hudson [ISBN: 0500292671] • Steven Heller 2009, <i>Art Direction Explained, At Last!</i>, Laurence King Publishing 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			