



UNIVERSITI TEKNOLOGI MARA

**GDA696: CASE STUDIES IN ADVERTISING**

<b>Course Name (English)</b>	CASE STUDIES IN ADVERTISING APPROVED
<b>Course Code</b>	GDA696
<b>MQF Credit</b>	4
<b>Course Description</b>	Case studies can be used to develop and/or assess a variety of skills both subject-specific and transferable skills. There are a range of advantages to including case studies in the teaching of advertising strategy, particularly the development of softer skills and the ability to transfer academic skills to real-life contexts. This course provides an intellectually stimulating platform covering the communication problems faced by brands and entities worldwide. This seminar fills the learning gap in research and strategy content, and provide support to Final Year Project (FYP) execution.
<b>Transferable Skills</b>	Acquire the ability to manage information and formulating new strategies for a more effective FYP advertising campaign
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Inquiry-based Learning, Case Study, Web Based Learning, Discussion, Presentation, Collaborative Learning, Problem-based Learning
<b>CLO</b>	CLO1 Analyse different advertising strategies from different industries, online and off-line to build empirical knowledge. CLO2 Study the mechanics of advertising strategies effectiveness or in-effectiveness for building wide and in-depth knowledge. CLO3 Synthesize new and value studies for effective advertising strategy.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	<b>1. Analyse</b> 1.1) analyse the outcome of the case to know the issues affecting the brand 1.2) learn from different businesses to build width and depth of knowledge 1.3) follow activities online and off-line to see how each strategy works for the issue and parties involved <b>2. Study</b> 2.1) study the efficacy of the strategies deployed in the case studies <b>3. Synthesize</b> 3.1) synthesize new strategies to apply in final year project.

<b>Assessment Breakdown</b>		<b>%</b>		
Continuous Assessment		100.00%		
<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Weekly assessment by presentation of specific types of case studies similar to the FYP topic via online delivery setting. Student will have to synthesize and adopt own strategies to their FYP.	20%	CLO3
	Presentation	Weekly assessment by presentation of specific types of case studies (marketing and advertising) via online delivery setting	20%	CLO2
	Presentation	Weekly assessment by presentation of any types of case studies ( any industry) via online delivery setting	60%	CLO1
<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Marty Neumeier 2006, <i>Zag: The Number One Strategy of High-Performance Brands</i>, 1st Edition Ed., 3, New Riders USA [ISBN: 978-032142677]</li> <li>• Dereck D. Rucker 2018, <i>Advertising Strategy</i>, 5th Ed., XanEdu Publishing Inc [ISBN: 978-159399524]</li> </ul>		
	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Jude Asanji 2019, <i>Exploring Strategies in Advertising : Case Study: 'Awareness Campaign on Café Roma'</i>, Aufl. Ed., SPS UK [ISBN: 9786202310437]</li> </ul>		
<b>Article/Paper List</b>	<b>Reference Article/Paper Resources</b>	<ul style="list-style-type: none"> <li>• Elsevier 2014, The Influence of Culture in Creative Strategy and Execution of International Advertising: A Content Analysis Approach, <i>Procedia</i>, 130, 419-4 [ISSN: 1877-0428] <a href="https://www.sciencedirect.com/science/article/pii/S1877042814029590">https://www.sciencedirect.com/science/article/pii/S1877042814029590</a></li> <li>• Elsevier 2020, A framework for Facebook advertising effectiveness: A behavioral perspective, <i>Business Research</i>, 109, 76-87 <a href="https://reader.elsevier.com/reader/sd/pii/S01482963193071652?token=B245C3128543359FEC606027165CD2FB3B1950A2966F7C14E4B50E07FA60A5344AD418FCF736FEAC2523469440710B_B9">https://reader.elsevier.com/reader/sd/pii/S01482963193071652?token=B245C3128543359FEC606027165CD2FB3B1950A2966F7C14E4B50E07FA60A5344AD418FCF736FEAC2523469440710B_B9</a></li> <li>• Elsevier 2021, The effects of augmented reality mobile app advertising: Viral marketing via shared social experience, <i>Business Journal</i>, 122, 7587 <a href="https://reader.elsevier.com/reader/sd/pii/S01482963203054392?token=89FA5A1A0258D2929CCF60465CAF702B5FBE47406C805E22AB8A406F4A0C943646DC64A35E43FE2F1601BB90C876E_01">https://reader.elsevier.com/reader/sd/pii/S01482963203054392?token=89FA5A1A0258D2929CCF60465CAF702B5FBE47406C805E22AB8A406F4A0C943646DC64A35E43FE2F1601BB90C876E_01</a></li> </ul>		
		<b>Other References</b>	<ul style="list-style-type: none"> <li>• Website Newsworks 2015, <i>Case Studies</i>, Newsworks, London, UK. <a href="https://www.newsworks.org.uk/case-studies/">https://www.newsworks.org.uk/case-studies/</a></li> <li>• Website Thinkbox 2019, <i>Advertising case studies</i>, Thinkbox <a href="https://www.thinkbox.tv/case-studies/">https://www.thinkbox.tv/case-studies/</a></li> <li>• Website Adforum case studies, Adforum, USA <a href="https://www.adforum.com/case-studies/the-objects-of-suffering">https://www.adforum.com/case-studies/the-objects-of-suffering</a></li> </ul>	