



MN4242 – Advertising & Marketing Communications

MODULE TYPE/SEMESTER: Senior Honours/**Option** (20 Credits)/Semester 1

PRE-REQUISITE(S): MN2001 and MN2002

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MODULE LECTURER(S): Dr Boyka Bratanova bab20@st-andrews.ac.uk

AIM:

Advertising is a permeating creative presence in developed economies, and an important, evolving part of organisations' marketing programmes. The module aims to develop an understanding of advertising as an element in the integrated marketing communications mix, of how the advertising planning and creation process is practised and managed, and of the range of issues affecting decision-making in this area.

METHOD OF TEACHING & LEARNING:

- A 2-hour lecture x 10 weeks
- A 1-hour tutorial x 4 weeks
- Independent Study

LEARNING OUTCOMES:

By the end of the module, students should be able to:

- locate and synthesise literature relating to a topic in marketing communications;
- identify and use relevant marketing communications theory to describe and analyse a marketing communications campaign;
- explain the roles which advertising plays in contemporary integrated marketing communications;
- explain the process of advertising planning;
- describe the contemporary context in which advertising is undertaken and the challenges which it poses for practitioners;
- explain different theories concerned with how advertising works;
- describe a range of concerns about advertising's role in society and outline the industry's typical response to those concerns;
- analyse how different approaches to branding, creative work, media planning and advertising research may influence advertising effectiveness;

- analyse advertising situations and examples using theoretical frameworks presented in the course;
- compare, contrast and apply different theories and models of how advertising works;
- compare, contrast and reflect on different perspectives on advertising's role in society;
- explain the structure of the advertising industry, the main functions and relationships within it, and current developments within the industry;
- offer a critical account of the process and context of integrated marketing communications planning, informed by both practitioner and academic literature on advertising;
- identify and evaluate alternative marketing communications strategies in light of an organisation's marketing environment, objectives, and target markets;
- evaluate advertising effects from different managerial and critical perspectives;
- locate and use appropriate advertising resources (traditional and on-line) to research particular issues concerning advertising theories and practices;
- communicate and exchange ideas in both large group and small group settings;
- employ analytical and problem-solving skills;
- reflect on their own values with respect to ethical practice.

INDICATIVE TOPIC OUTLINE:

- 1 Module induction
The nature and role of marketing communications
- 2 Inside the marketing communications industry:
changing challenges, changing nature
- 3 Creativity and the creative brief
- 4 Understanding how audiences respond to marketing communications
- 5 Crafting the advertising message
- 7 Media (1): principles and planning
- 8 Media (2): social, search and interactive media
- 9 Life beyond advertising
Public relations
Sponsorship
- 10 Life beyond advertising
Sales promotion
Exhibitions

ASSESSMENT:

Module MN4242 is assessed entirely by coursework, involving two units of assessment, as follows:

- Individual essay, of not more than 2,000 words, involving critical exploration of a topic of relevance to marketing communications
- Individual assignment, of not more than 3,000 words, involving case study analysis of a brand's marketing communications activities.

40%

60%

READING:

Reading for the module is mostly available in electronic form. A full list of reading for the module is contained within the module's electronic reading list, which may be accessed via the "reading lists" link in the "student essentials" section of the University Library's homepage.

A few articles of interest are provided below:

Lee, H., & Cho, C. H. (2020). Digital advertising: present and future prospects. *International Journal of Advertising*, 39(3), 332-341.

Muncy, J. A., Eastman, J. K., & Iyer, R. (2022). The journal of advertising's first 50 years. *Journal of Advertising*, 51(2), 136-152.

Huh, J., Nelson, M. R., & Russell, C. A. (2023). ChatGPT, AI advertising, and advertising research and education. *Journal of Advertising*, 52(4), 477-482.

Organisation of courses may be subject to change without notice.