ASSUMPTION UNIVERSITY

**ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS**

**DEPARTMENT OF ADVERTISING**

**COURSE OUTLINE 1/2017**

**Course No. : AD 3103 Creative Strategy in Advertising**

**Total Credits : 3 Credits (2-2-5)**

**Type of Course : Major Required Course**

**Prerequisite : MKT 3530 Consumer Behavior**

: **CA 2018 Consumer Insight**

**Lecturer(s) : A. Gongpan Uphathumprungpong, A. Wuthichai Dulyavidh**

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**Assumption University Identities:**

1. Effective English communication
2. Moral and ethics
3. Entrepreneurship

**Albert Laurence School of Communication Arts Vision:**

1. To be a community of professionals in the field of communication arts
2. To be inspired through the pursuit of learning through service
3. To engage in the pursuit of excellence

**Albert Laurence School of Communication Arts graduates are:**

1. creative thinking with high personal integrity
2. professionally competent who are also ethically sound and socially responsible
3. flexible to changes in the communication industry

**Department of Advertising Vision:**

The Department of Advertising, Albert Laurence School of Communication Arts, offers practical and highly academic curriculum in Advertising to produce business-minded and creative graduates with ethics, social responsibility and cultural sensitivity in order to remain competitive locally, regionally and globally.

**Department of Advertising Mission:**

The mission of the Department of Advertising, Albert Laurence School of Communication Arts, is to provide three integral components of advertising namely:

1. Adverting principles, branding principles, marketing principles and integration of traditional and new marketing communication tools and media.
2. Teaching and learning environment that encourages business and creative practices that align and network with the advertising industry.
3. Activities that instill ethics, social responsibility, and cultural sensitivity to prepare students to work globally with success.

**Course Description:**

A study of planning of communication management and the creation of advertisement for print, television broadcasting and new media. The development of advertising from definition to the creation of the advertising strategy, from creative strategy to advertising execution with emphasis on print, television, poster and new media.

**Course Objectives:**

1. To study the planning of creative communication tools.
2. To study the creation of advertisement for print, television broadcasting and new media.
3. To study the development of advertising from creative strategy to Campaign execution.

**Humanistic Objectives:**

Being a creative person is fun

Leadership

Observer

Background researcher

Working as a member of the team

**Recommended Texts/Readings:**

Barry, P. (2012). The Advertising Concept Book. London: Thames & Hudson.

Jewler, A. J. & Drewniany B. L. (1998). Creative Strategy in Advertising. (6thed.). Belmont:

Wadsworth Publishing Company.

Alstiel, T. & Grow, J. (2010). Advertising Creative Strategy, Copy + Design. Canada: Sage.

D&AD 2012. (2012). TASCHEN

**Course Requirements/ Mark Allocation:**

There will be small assignments, a group project, a mid-term exam, and a final exam. Marks are allocated as follows:

Assignment 20%

In class workshop 10%

Presentations 30%

Attendance 10%

Final Exam 30%

Total 100%

**Class Time:**

Section 701 – Saturday 10.30 – 13.30 C114

Section 702 – Saturday 13.30 – 16.30 C114

Section 703 – Saturday 13.00 – 16.00 C 112

**Grading System:**

The class assignments and exercises constitute a combined 70% of the final grade, and the final exams are 30%. Final grades are assigned as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| A 90 - 100 | B+ 80 – 84 | C+ 65 - 69 | D 50 - 54 |
| A- 85 - 89 | B 75 – 79 | C 60 - 64 | F 0 - 49 |
|  | B- 70 – 74 | C- 55 - 59 |  |

**Attendance :**

Students are required to maintain regular and punctual attendance for all classes. To qualify for taking a final exam for the course, a minimum of 80% attendance is mandatory. The 20% absence is the maximum number of allowable absences.

1. Students who are more than 15 minutes late to class will be marked as absent. Three late attendances are equal to one absence immediately.
2. For a 3-credit hour subject, with 3.0 hours class, you can be absent 3 times
3. Students who miss three classes before a final examination will get a “W” for this course immediately.
4. Students will be checked for their attendance based on the seating chart as assigned by the instructor.

**Submission of Assignments:**

1. An assignment is due in class within one week or otherwise stated.
2. Students must write on each assignment file the course code and course title, section, assignment/project title, name of student(s), their ID number and/or other additional information specified by the lecturer.
3. Students who submit any assignment late would receive at most 50% of the mark for that particular assignment and if submit later than 3 days after due date would receive “0” for that assignment.

**Plagiarism and Ethical Policy:**

Students are expected to maintain a high level of responsibility with respect to academic honesty.

Plagiarism: Academic dishonesty includes copying another student’s work or the submission of student’s work which are not entirely his/her own (plagiarism) can result in disciplinary actions following the University regulations.

**Tentative Class Schedule**

**Semester 1/2017**

|  |  |  |  |
| --- | --- | --- | --- |
| **Class** | **Date** | **Topics** | **Reading/**  **Exercises** |
| 1 | Aug. 19, 2017 | **Big picture of this subject  Industry climate** | - Lecture  - Discussion |
| 2 | Aug. 26, 2107 | **What is creativity?**  **Assignment 1** | - Lecture  - Discussion - Assignment 1 (4%)  (Advertise yourself) |
| 3 | Sept. 2, 2017 | **Establishing Concept**  (Background research) Art direction & Copywriting | - Discussion  - In-class Exercise |
| 4 | Sept. 9, 2017 | **Establishing Concept**  (Background research) Art direction & Copywriting | - Lecture  - Discussion |
| 5 | Sept. 16, 2017 | **Creative methods and approaches Fundamental of creative advert** | - Lecture  - Discussion |
| 6 | Sept. 23, 2017 | **Creative methods and approaches Fundamental of creative advert**    **Assignment 2** | - Lecture  - Discussion  - Assignment 2 (4%)  (5-10 thump sketches of creative methods) |
| 7 | Sept. 30, 2017 | **Working in Electronic and Digital Media**  **Television**  **Radio**  **Digital**  **Synopsis & storyboard**  **In class workshop** | - Lecture  - Discussion - In class workshop (5%) (Synopsis & storyboard) |
| **NO Midterm examination** | | | |
| 8 | Oct. 14, 2017 | **Synopsis & storyboard**  **In class workshop** | - Lecture  - Discussion - In class workshop (5%) (Synopsis & storyboard) |
| 9 | Oct. 21, 2017 | **Working in Print**  **Magazine**  **Newspaper**  **Assignment 3** | - Lecture  - Discussion  - Assignment 3 (8%)  (Create Campaign for Print Advertising) |
| 10 | Oct. 28, 2017 | **Working in Non-traditional media: Ambient (Out of Home)**  **Assignment 4** | - Lecture  - Discussion  - Assignment 4 (4%)  (Create Non-traditional media Advertising) |
| 11 | Nov. 4, 2017 | **Campaign Advertising for Integrated Communication**  Strategic Approach to Media | - Lecture  - Discussion |
| 12 | Nov. 11, 2017 | **Final Project Concept Submission**  **Final Presentation (Concept)** | - Lecture  - Discussion  - Final Presentation (Concept) (5%) |
| 13 | Nov. 28, 2017 | **Final presentation Draft1**  **Final Presentation (Concept)** | - Discussion  - Final Presentation (Concept) (5%) |
| 14 | Nov. 25, 2017 | **Final presentation Draft2**  **Final Presentation (Concept)** | - Discussion  - Final Presentation (Concept) (5%) |
| 15 | Dec. 2, 2017 | **Final Presentation Q&A** | - Final Presentation (15%) - Discussion |
| ***Final Examination: Dec 12, 2017 13.00-16.00 hrs. (30%)*** | | | |