



Course: Advertising and Promotion (Seminar)

Guided Learning Hours: 18

Pre-requisite: None

Abstract

This seminar enables participants to demonstrate and understanding of advertising and its various elements. Participants will develop their understanding of advertising and the resulting strategic decisions required. The course takes participants through the steps of designing and executing on a plan for their own organisation. Students will also understand the link between advertising and other elements of the marketing mix as well as the evolution of advertising in the current environment.

Target Audience

The course is designed for Marketing Assistants, Sales personnel, Non-Marketing Administrative or Management staff interested in learning about Advertising and Promotions and how it supports the organisation.

Learning outcomes

On completion of this course, learners will be able to:

1. Understand the impact of branding on products, consumers and organisations.
2. Understand how advertising can grow the business and revenues and the basics of the advertising tool kit and the impact of technology
3. Understand the agency/ client relationship
4. Understand how to develop an advertising campaign
5. Understand the role of ethics in advertising

Course Content

Day 1:

Learning Outcome 1:

- Brand analysis and creating a brand image
- Role of PR

Learning Outcome 2:

- Types of advertising
- Advantages and disadvantages of key media
- Technology and advertising

Day 2:

Learning Outcome 3:

- Develop a client brief/ creative brief
- The roles and function in an advertising agency
- Outsource or keep in house: agency/ client functions

Learning Outcome 4:

- Segmentation Targeting and Positioning
- Developing an advertising layout
- Understanding messaging in advertising

Day 3:

Learning Outcome 5:

- Ethics in Advertising
- Advertising Standards
- Creating storyboards (radio/TV)

Presentations