

MKTG 2013 ADVERTISING: STRATEGY

Credit Points 10

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Description Advertising: Strategy is a dynamic practice-oriented subject designed to teach students how to interrogate and analyse clients, brands, products, markets, and audiences in order to develop effective advertising strategies. Through discussion topics and project-based work, students will gain an understanding of the importance of brand personality and positioning, consumer insights, unique selling propositions, and how to write an advertising brief capable of generating successful campaigns.

School Humanities & Comm Arts

Discipline Advertising

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Pre-requisite(s) MKTG 1001 OR
MKTG 1006 OR
DESN 1007

Equivalent Subjects COMM 2011

Learning Outcomes

After successful completion of this Subject, students will be able to:

1. Analyse the importance of brand positioning and strategy in successful advertising and the range of approaches undertaken to develop such strategies.
2. Explain key concepts including brand positioning, consumer insights, product benefits and propositions.
3. Conduct relevant research to reach consumer insights which then inform unique selling propositions
4. Consolidate research findings into a presentation and strategy document (creative brief) with potential to inspire successful campaigns.
5. Evaluate the benefits of integrated marketing communication plans, and how single ideas may be campaigned across different media and/or in different locations/markets.
6. Establish criteria for evaluation of campaigns.

Subject Content

- Brand positioning and differentiation
- Researching target audiences
- Developing consumer insight through the strategic process
- Types of strategies
- Developing the strategy statement (the Creative Brief)
- Relevance of strategy to integrated marketing communications
- Advertising Strategy roles and careers

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Quiz	10 x 10 question quizzes	20	N	Individual	N
Presentation	5 min presentation 500 word report	30	N	Individual	N
Applied Project	4,000 words	40	N	Group	N
Participation	5 x criteria	10	N	Individual	N