

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua  
2024

### MART469 Advertising Planning and Concept Development

Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |  
Bula | Fakalofa lahi atu | Ulu tonu mai

#### Course Description and Aims | *Whāinga o te Akoranga*

The paper looks at the form and function of advertising and the ways in which it works to engage, interest, and persuade people. It looks creatively at the ways information can be communicated and critically at the ways in which it is received. It will consider issues in relation to corporate social responsibility, authenticity, and sustainability in a range of consumption and communication environments. The overarching aim of the paper is to develop a curiosity for, and an originality in approaches to, making sense in new ways. Underpinning the paper is the need to address the most pressing consumption challenges of our time. The paper will be experienced as a series of lectures, seminars, guest sessions, case studies and workshops.

**Semester Two**

**0.1667 EFTS**

**20 points**

#### Teaching Staff | *Kaiako*

##### Course Coordinator and Lecturer

**Name:** Professor Robert Aitken

**Office:** 4.06

**Email:** rob.aitken@otago.ac.nz

**Office Hours:** Tuesday 11.00 – 12.00

You should contact Robert with any administrative enquiries about the course.

All requests for late submissions of assignments should be addressed to Dr Mathew Parackal

**Email:** mathew.parackal@otago.ac.nz

**Expectations for Staff Response Time to Email Enquiries** – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

## **Course Information | *Mōhiohio akoranga***

**Lecture Day/Time:** Thursday 1:00-3:00pm

**Room:** OBS4.26

Every week students must attend one 110 minute lecture.

**Lectures** present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

**Calendar** The calendar (in this outline) details scheduling information. Note that this calendar may change as the course proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

***Students are expected to prepare for and attend all classes to gain full benefit from the course***

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

## **Expectations and Workload | *Te Nui o te Mahi***

MART469 is a 20 point course. As a general guide, 1 point represents study in formal instruction or independent study for 12 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 240 hours on this subject over the duration of the semester.

## **Textbook Information | *Pukapuka Kaupapa***

There is no set text. Readings will be provided as required

## Calendar | *Maramataka*

Week	Week Commencing*	Topic	Reading
1	15 July	Course Introduction and Overview Introduction to Advertising <b>Introduce Assignment 1 Creative Colour Project</b>	TBA
2	22 July	(What is) Creativity Advertising Typology	TBA
3	29 July	Advertising Strategy Audience, Effects and Ethics (inc. Advertising Standards Authority)	TBA
4	5 Aug	The Creative Brief and the 'creative pitch' Campaign Evaluation	TBA
5	12 August	<b>In-Class Thursday 15 August Creative Colour Project Individual Presentations</b>	
6	19 August	Concept Development <b>Introduce Assignment 2</b>	TBA
7	26 August	Case study analysis	TBA
<b>2<sup>nd</sup> September to 6<sup>th</sup> September Mid Semester Break</b>			
8	9 September	Sustainability and Creativity	TBA
9	16 September	Consultations	
10	23 September	<b>Assignment 2 Pair Presentations</b>	
11	30 September	Digital Advertising	TBA
12	7 October	Global Challenges and Local Directions	TBA
13	14 October	Course Review <b>Assignment 3 Individual Reflection Due</b>	TBA

**\* First week of Semester 2 is ACADEMIC WEEK 29**

**Lectures end Friday 18 October**

**University Exam Period Second Semester Begins Monday 21<sup>st</sup> October until**

**Saturday 9<sup>th</sup> November.**

## Assessment | *Aromatawai*

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade	Requirements to pass this paper
<p><b>Individual Presentation</b> <i>Creative Colour Project</i></p> <p>This assignment is based on the ability to produce a creative and meaningful interpretation and expression of the colour Purple. What are the associations, symbolic meanings, and interpretations that the colour can evoke and how can these be translated into a coherent idea?</p>	Thursday 15 August	20	<p>Application of creative thinking.</p> <p>Perceptive and original engagement with compelling ideas.</p> <p>Critical awareness of key concepts.</p>
<p><b>Practical Assignment Part 1 Presentation (in Pairs)</b></p> <p>Legacy Advertising: Choose a brand and look at the history and development of its advertising campaigns. Identify the main changes in the campaigns and explain their reasons in relation to e.g. Social, Political, Cultural, Environmental and Economic influences.</p>	Thursday 26 September	30	<p>Practical Assignment Part 1 Presentation (in Pairs)</p> <p>Provide a clear, coherent, convincing, informed and engaging presentation of the factors affecting the development of advertising campaigns.</p>
<p><b>Practical Assignment Part 2 (Individual)</b></p> <p>Provide a written commentary to accompany your presentation (1200 words)</p>	Thursday 26 September	10	<p>Provide evidence of your ability to understand, consider and discuss the factors affecting concept development.</p>
<p><b>Individual Reflection:</b></p> <p>Based on lectures and your readings, what are the most important things you have learned about advertising? (1500 words Essay Style)</p>	Thursday 17 October Hand in during class	40	<p>Ability to reflect, apply and summarise key concepts.</p> <p>Ability to provide a persuasive and informed opinion based on course experience.</p>

### Course Requirements

There are no terms requirements.

### Assessment Format

Detailed information will be provided via Blackboard.

## Referencing Style

For this course the referencing style is APA. Style guides are available on the University Library website:  
<https://www.otago.ac.nz/library/referencing/index.html>

## Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e. 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

## Group Work

If your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the course information tab on Blackboard.

## Learning Outcomes | *Hua Akoranga*

Learning Outcome	Assessment 1	Assessment 2	Assessment 3	Total
1. Evaluate the ways in which advertising functions to interest, engage and persuade consumers.	X		X	
2. Critically evaluate the concept of creativity.	X	X		
3. Understand and evaluate the various tools used in developing creative concepts.		X		
4. Evaluate the different approaches to understanding advertising effectiveness.		X	X	
5. Critically engage with arguments supporting advertising's role in encouraging sustainability.			X	
<b>Total</b>	20	40	40	100

## **Academic Integrity | *Pono-ā-wānanga***

**Students should ensure that all submitted work is their own.** Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the course, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

<https://www.otago.ac.nz/administration/policies/otago116838.html>

<https://www.otago.ac.nz/administration/policies/otago116850.html>

## **Concerns about the Course | *Ngā māharahara mō te akoranga***

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the departmental administrator or head of department.

## **Disclaimer | *Kupu Whakatonu***

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.