



BUSINESS SCHOOL  
Te Kura Pakihi

## Department of Marketing Te Mātauranga Tokoka

SEMESTER TWO 2023

### MART469 Advertising Planning and Concept Development

#### Paper Description and Aims

Creativity is a key component of successful advertising and marketing communication. The value of understanding creative thinking, which is more than just an ability to 'be creative', is to develop a curiosity for, and an originality in approaches to, making sense in new ways. This course aims to develop knowledge of creative concepts relative to marketing theory and practice and considers historical and current practices as well as future possibilities for developing concepts in creative industries. Importantly, Advertising Planning and Concept Development integrates theory with real world examples in the global context as well as introducing local and sustainably creative alternatives. The course will be experienced as a series of lectures, guest sessions, case studies and workshops with academic as well as industry practitioners.

Semester Two

0.1667 EFTS

20 points

#### Teaching Staff

##### **Paper Coordinator and Lecturer**

Name: Professor Robert Aitken  
Office: OBS 4.06  
Email: [rob.aitken@otago.ac.nz](mailto:rob.aitken@otago.ac.nz)  
Office Hours: Thursday 11.00 – 12.00

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

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

**Email:** [mathew.parackal@otago.ac.nz](mailto: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.

## **Paper Delivery**

Lecture Day/Time: **Thursday 1.00PM – 3.00PM**

Room: Please refer to your eVision timetable

Every week students must attend two 50-minute lectures.

**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 paper 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**

MART469 is a 20-point paper. 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**

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

## Calendar

| Week   | Week Commencing* | Topic  | Reading |
|--|------------------|--|---------|
| 1  | 10 July          | Course Introduction and Overview<br>Introduction to Advertising<br><i>Introduce Assignment 1 Project Red</i> | TBA     |
| 2  | 17 July          | (What is) Creativity<br>Advertising Typology   | TBA     |
| 3  | 24 July          | Advertising Strategy<br>Audience<br>Ethics and Advertising Standards   | TBA     |
| 4  | 31 July          | The Creative Brief and the 'creative pitch'<br>Campaign Evaluation   | TBA     |
| 5  | 7 August         | <i>Project Red Individual Presentations</i>  |         |
| 6  | 14 August        | Concept Development<br>Droga5<br><i>Introduce Assignment 2</i>   | TBA     |
| 7  | 21 August        | Case study analysis  | TBA     |
| <b>28<sup>th</sup> August to 1<sup>st</sup> September Mid Semester Break</b> |                  |  |         |
| 8  | 4 September      | Sustainability and Creativity  | TBA     |
| 9  | 11 September     | Consultations  |         |
| 10   | 18 September     | <i>Assignment 2 Pair Presentations</i>   |         |
| 11   | 25 September     | Digital Advertising  | TBA     |
| 12   | 2 October        | Global Challenges and Local Directions   | TBA     |
| 13   | 9 October        | Concept and Course Review<br>Assignment 3 Individual Reflection Due  | TBA     |

**\* First week of Semester 2 is ACADEMIC WEEK 28**

**Lectures end Friday 13 Oct**

**University Exam Period Second Semester Begins Wednesday 18 October**

**Ends Saturday 11 November**

## Assessment

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   |
|---|-----------------------|------------------|---|
| 1. Individual Presentation:<br><br><i>Project Red</i>   | Thursday 10 August    | 20               | Application of creative thinking.<br>Perceptive and original engagement with compelling ideas.<br>Critical awareness of key concepts.   |
| 2. Practical Assignment Part 1 Presentation (in Pairs)<br>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. | Thursday 21 September | 30               | 2. Practical Assignment Part 1 Presentation (in Pairs)<br>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. |
| Practical Assignment Part 2 (Individual)<br>Provide a written commentary to accompany your presentation (1200 words)  | Thursday 21 September | 10               | Provide evidence of your ability to consider and discuss the factors affecting advertising development.<br>Communicate clearly, accurately and convincingly.  |

|   |     |    |   |
|---|-----|----|---|
| 3. Individual Reflection:<br>What have you learned about advertising?<br>(1500 words Essay Style) | TBC | 40 | Ability to reflect, apply and summarise key concepts.<br>Ability to provide a persuasive and informed opinion based on course experience. |
|---|-----|----|---|

### **Paper Requirements**

There are no Terms Requirements.

### **Assessment Format**

Detailed information will be provided via Blackboard.

### **Referencing Style**

For this paper 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 you group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

## Learning Outcomes

| Learning Outcome  | Assessment 1 | Assessment 2 | Assessment 3 | Total |
|---|--------------|--------------|--------------|-------|
| 1. Understand what is meant by creativity and its relationship to advertising effectiveness                                     | X            | X            |              |       |
| 2. Situate and discuss theories of advertising planning, creativity and conceptual development relative to society and business |              | X            |              |       |
| 3. Understand the various tools used in developing creative concepts  |              | X            | X            |       |
| 4. Identify and evaluate the merit of various creative approaches relative to marketing strategies                              |              | X            | X            |       |
| 5. Determine a position on sustainable futures in creative communications   |              |              | X            |       |
| <b>Total</b>  | 20           | 40           | 40           | 100   |

## Academic Integrity

**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 paper, 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 Paper**

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper 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**

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.