

Advertising and Digital Marketing Communications

Introduction

The course aims to cover the elements of advertising and digital marketing communications in the business environment. The roles and applications of advertising and digital marketing communications will be discussed, alongside the processes of planning, developing, and evaluating advertising and digital marketing communications campaigns. Specific issues include fundamental advertising decisions, creative brief, message/copy writing, communication strategies, and media strategies. In this course students will come away with an understanding of successful online marketing strategies, user generated content, search, social media and networks, mobile, and web analytics. The course will also examine issues of ethics in advertising and digital marketing communications.

Course objectives

- Introduce students to the nature, purpose and scope of Advertising and digital marketing communications
- Critically draw on differing theoretical stances, frameworks and practical examples to explore the principles and practices of advertising and digital marketing communications.
- Discuss the processes of planning, developing and evaluating advertising and digital marketing communications campaigns,
- Examine the interrelationships between the goals of clients, agencies and consumers
- Raise and discuss some of the ethical issues involved in marketing communications.
- Discuss the interrelationships between marketing communications, culture and society.
- Encourage full student participation and discussion to facilitate the achievement of the learning outcomes outlined below.

Course learning Outcomes

Upon completion of course students should be able to:

- Explain how an organization communicates with consumers and is attentive to markets through the marketing communications

- Critically assess the role of advertising and digital marketing communications can play in business strategy
- Plan and compose tactical marketing decisions as a group considering effective product, pricing, distribution and promotion decisions as necessary to meet the needs of a client brief.
- Explore the basics of data analytics and measurement
- Reflect on the practical implementation of an advertising and digital marketing communication strategy.

Content

- An introduction to the basics of advertising and digital marketing communications
- Theories and models of communication
- Digital transformation and innovation in marketing
- Media Planning for traditional and digital media
- Data analytics and measurement
- Ethical and Regulatory Contexts of Advertising and digital marketing communications
- The future for advertising and digital marketing communications

Textbooks

- Thorson, E. and Duffy, M., 2011. Advertising age: The principles of advertising and marketing communication at work. South-Western College.
- Niininen, O. ed., 2021. Contemporary Issues in Digital Marketing. Routledge.