

## **MCA-475 Contemporary Issues in Advertising (3 Credit Hours)**

### **Course Objectives**

1. This course provides students with an in-depth and critical understanding of contemporary advertising research and issues. A broad overview of influential advertising theories, research and practice underpins this analysis. Using case method analysis, this course will help students analyze and articulate the changing nature and status of Advertising, Marketing Communications and Public Relations. It will enable advertising students to identify the relevance of new theoretical concepts and apply them to the increasingly complex nature of the development of Advertising and PR plans.

### **Learning Outcomes**

2. On successful completion of the module the student will be able:
  - a. Critically examine and reflect on theoretical perspectives and their relevance to the practice of Advertising & Marketing Communications.
  - b. To develop a deeper understanding of the contemporary issues in Advertising & Marketing Communications theory and practice;
  - c. To critically analyze and evaluate opposing paradigms and positions of thought within selected areas of interest;
  - d. To recognize potential areas for future research and application

### **Contents**

3. Contemporary issues should evolve with current trends and understanding, and there is room allocated within this course to respond to these changes, but the following outlines generic contemporary issues that the advertising industry faces at this time.

- a. Ethics and Advertising/Marketing Communications;
- b. Deceptive advertising and marketing
- c. Use of fear, humor and exaggeration in creative content;
- d. Young consumers and Advertising/Marketing Communications;
- e. New technology and Advertising/PR/Marketing Communications;
- f. Gender, objectification and Advertising/Marketing Communications;
- g. Consumerism & Advertising/Marketing Communications;
- h. Consumer power, advertising and Marketing Communications
- i. Internet, digital and social change.

## **References**

1. Kelley. D. Larry (2009). Cases in Advertising Management, M.E. Sharpe, Inc.
2. Drumwright. Minette (2014). Ethical Issues in Communication Professions: New Agendas in Communication, Routledge.
3. Bivins. Tom (2009). Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism. Second Edition, Routledge.
4. M. Blades, C. Oates, F. Blumberg, B. Gunter. (2014). Advertising to Children: New Directions, New Media, Palgrave Macmillan.
5. Nora J. Rifon, Marla B. Royne, Les Carlson. (2014). Advertising and Violence: Concepts and Perspectives, M.E. Sharpe, Inc.
6. Cele C. Otnes, Linda Tuncay Zayer. (2012). Gender, Culture, and Consumer Behavior, Routledge Taylor & Francis Group.