



FORMAT FOR COURSE CURRICULUM

Course Title: Creative Advertising & Media Planning - I

Credit Units: 03

Course Level: UG

Course Code: FASH418

L	T	P/S	SW/FW	No. of PSDA	TOTAL CREDIT UNITS
2	0	0	2	3	3

Course Objectives: Study the advertising industry and promotional culture through theoretical, practical and production from an interdisciplinary perspective

Take part in media production and practical creativity, through a range of approaches related directly to advertising and those used more widely within the culture industries.

Pre-requisites: An understanding of Fashion Promotion

An acquaintance of different types of media platforms used by Fashion brands for promotions – both traditional & contemporary

Course Contents/Syllabus:

	Weightage (%)
Module I Advertising: Concept & Culture	20%
Descriptors/Topics Introduction to advertising themes that explore both historical and contemporary cultural production and consumption Contemporary issues that affect the practice of creative advertising Influence of culture and social issues on advertising	
Module II Creative Advertising	20%
Descriptors/Topics Understanding the concept of advertising brief The Process of Idea Generation Development of creative concepts & strategies Understanding copywriting and art direction in advertising	
Module III Visual Imagery in Advertising	20%
Descriptors/Topics Understanding Visual Communication	

Creation of meaning through images Inventive approaches of brands to utilize visual language	
Module IV Storytelling in Creative Advertising	20%
Descriptors/Topics Importance of Storytelling in Consumer Behaviour Development of narrative in creative advertising The art of crafting of persuasive messages and ideas for creative campaigns Digital Storytelling to the modern day consumers	
Module V Innovations in Advertising	20%
Descriptors/Topics Emotion Sensors affected by creative advertising Case Study of Brands adopting innovative advertising content & techniques	

Course Learning Outcomes:

The student who successfully completes this course will be in a better position -

- To Remember and understand advertising industry; what it does, how it works and how it is changing in relation to the environment in which it is situated: cultural, social and technological.
- To analyze and apply the advertising industry and promotional culture through theoretical, practical and production from an interdisciplinary perspective
- To evaluate and create advertisement via taking part in media production and practical creativity, through a range of approaches related directly to advertising and those used more widely within the culture industries

Pedagogy for Course Delivery:

The class will be taught using theory and case based method. In addition to assigning the case studies, the course instructor will spend considerable focus to the current practices in online art trading to give an industry orientation to the course.

List of Professional Skill Development Activities (PSDA):

- **SIMULATION**
- **REVIEW**
- **GROUP DISCUSSION**

Lab/ Practicals details, if applicable:

List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment						End Term Examination
Components (Drop down)	PROJECT (P)	CLASS TEST (CT)	HOME ASSIGNMENT (H)	CLASS QUIZ	ATTENDANCE (AA)	EE
Linkage of PSDA with Internal Assessment component, if any	SIMULATION	REVIEW	REVIEW	GROUP DISCUSSION		
Weightage (%)	15%	10%	10%	10%	5%	50%

Mapping Continuous Evaluation components/PSDA with CLOs

Bloom's Level >	Remembering	Understanding	Applying	Analysing	Evaluating	Creating
Course Learning Outcomes	CLO1	CLO1	CLO2	CLO2	CLO3	CLO 3
Assessment type/PSDA						
Assessment Component Project			✓	✓	✓	✓
Class test	✓	✓			✓	
Home assignment	✓		✓	✓		✓
Class quiz	✓	✓	✓	✓	✓	

Text Reading:

- The Social Media Bible Tactics, Tools, & Strategies for Business Success *by Lon Safko*
- Jay Diamond, Ellen Diamond, Fashion Advertising and Promotion (Sv-Fashion Merchandising)
- Pamela M. Phillips, John D. Mattingly, Fashion Sales Promotion: The Selling Behind the Selling

References:

- Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization *by Olivier A. Blanchard*
- Jon Cope, Dennis Maloney, Fashion Promotion in Practice
- KK Swansonn, J.C. Everett, Promotion in Merchandising Environment

Additional Reading:

- Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability *by Steve Krug*

Any other Study Material:

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