



## MODULE SPECIFICATION

Part 1: Information			
<b>Module Title</b>	Strategy and Planning		
<b>Module Code</b>	UPCNJ4-30-2	<b>Level</b>	2
<b>For implementation from</b>	September 2021		
<b>UWE Credit Rating</b>	30	<b>ECTS Credit Rating</b>	15
<b>Faculty</b>	ACE	<b>Field</b>	Cultural Industries
<b>Department</b>	Arts and Cultural Industries		
<b>Contributes towards</b>	BA (Hons) Media Communications (Advertising)		
<b>Module type:</b>	Standard		
<b>Pre-requisites</b>	None		
<b>Excluded Combinations</b>	None		
<b>Co- requisites</b>	None		
<b>Module Entry requirements</b>	None		

Part 2: Description
<p>This module focuses on the need for strategic planning to ensure advertising campaigns are as effective and creative as possible.</p> <p>Students will examine marketing communication objectives and will be guided through the processes used by industry planners to maximise the impact of advertising in order to meet these communication objectives.</p> <p>Students will consider the impact of different strategies in respect of well-known brands and examine relevant principles and case-studies. Additionally they will explore the value of research and consumer insights</p> <p>The module culminates in the development of a brief, and a planning report to support an organisation's strategic communication objectives as well as the creation of an advertising campaign in response to that brief.</p> <p>Students will be supported in creating viable strategies for a variety of product categories and will be asked periodically to share and comment on each other's work. Research, reading and refinement of tasks outside of scheduled hours is an essential component to the successful completion of the assigned work. Research may include books, trade journals and wider digital media.</p>
Part 3: Assessment
<p><b>Component A:</b> Presentation – A 15 minute presentation of the multi-channel advertising campaign produced in response to the written brief (A). Students are expected to demonstrate analytical skills; as well the ability to justify executional choices made in a clear and concise manner with reference to the underlying principles and</p>

theories.		
<b>Component B:</b> Report – A planning report in response to a marketing communications issue, which will include a written brief.		
<b>Formative Assessment:</b> A mix of individual, peer-to-peer and group workshops where feedback will be given for example during group discussions or comments based on the studio tasks.		
The resit coursework submission is a rework of the report and brief. The resit presentation is a new campaign in response to the reworked brief.		
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Identify final timetabled piece of assessment (component and element)	A1	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>30</b>	<b>70</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1.Presentation	100	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>	
1. Report	100	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1. Presentation	100	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>	
1. Report	100	
<b>Part 4: Learning Outcomes &amp; KIS Data</b>		
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <p>1: Apply research techniques to form and substantiate an informed judgment based upon analysis and critical reflection. B1</p> <p>2: Interpret data in a range of forms; apply knowledge and understanding to draw a conclusion in order to answer a question or perform a task. B1</p> <p>3: Produce fresh, insightful and persuasive creative outcomes to solve identified problems. A1, B1</p> <p>4: Employ art direction, copywriting and craft skills to produce compelling responses to an advertising brief and execute them to an effective standard. A1</p>	

	<p>5: Communicate ideas persuasively and effectively in response to the defined needs of a brief. A1</p> <p>6: Apply knowledge and understanding of contemporary industry practice to produce coherent and effective campaigns using traditional and non-traditional media channels. A1, B1</p> <p>7. Demonstrate an ability to justify decisions made based on sound application of principles and practice. B1</p>																																			
<p><b>Key Information Sets Information (KIS)</b></p> <p><b>Contact Hours</b></p> <p><b>Total Assessment</b></p>	<table border="1" data-bbox="518 544 1430 931"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5">Number of credits for this module</td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="663 1240 1289 1480"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>70%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>30%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	70%	Practical exam assessment percentage	30%		100%
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<p><b>Reading List</b></p>	<p>Kavounos Taylor, Alice (2013) Strategic Thinking for creatives, Laurence King</p> <p>Barry, Pete. (2012) <i>The Advertising Concept book. Think First, Design later.</i> Thames and Hudson Ltd</p> <p>Dru, Jean-Marie, <i>Disruption (1996) Overturning conventions and disrupting the marketplace</i></p> <p>Dru. Jean-Marie (2007) <i>The story of a winning strategy in the world of Advertising.</i> Palgrave MacMillan.</p> <p>Trout, J/Ries,A (2001) <i>Positioning: The battle for your mind</i></p> <p>Sullivan,Luke (2012)Hey Whipple, Squeeze this</p>																																			

	<p>Young, A (2011) <i>Brand Media Strategy – Planning in the Digital Era</i>. Palgrave MacMillan.</p> <p>Percy, L &amp; Rosenbaum-Elliott, R (2008) <i>Strategic Advertising Management</i></p> <p>Baron, R &amp; Sissors, J (2010) <i>Advertising Planning</i></p>
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<b>First Approval Date (and panel type)</b>	24 March 2020 UVP		
<b>Revision ASQC Approval Date</b>	<b>Version</b>	1	