

Course Title: **Applied Creative Strategies**

Course Code: **ADVT780**

Descriptor Start Date: **01/01/2025**

POINTS: **15.00**

LEVEL: **7**

PREREQUISITE/S: **ADVT673**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Practical application of skills in designing an advertising campaign to meet a client's objectives, interpreting a creative brief and preparing a creative strategy using a range of media.

LEARNING OUTCOMES

1. Produce a creative advertising brief and strategy from information provided by the client.
2. Evaluate interpret and create a campaign in response to a creative brief and strategy in relation to a variety of advertising contexts.
3. Critically analyse and compare different creative strategies for various advertising media.
4. Understand, critically analyse the role of brand management in advertising and marketing communications.

CONTENT

- Discovering brand DNA
- Creating brand personality
- Strategic Creativity – managing the brand in a complex social world
- Audience and Research – uncovering creative insights and strategy
- Advocating for the target audience – introduction to account planning
- Media and Campaign planning, looking at the wider context
- Client services – the diplomatic art of creative account management
- Pitching the work – from client brief to proposal to selling ideas

Disclaimer: Course descriptors may be amended between teaching periods/semesters

LEARNING & TEACHING STRATEGIES

Lectures, tutorials, case studies, guest lectures, team teaching with Campaigns paper, project workshops, peer critiques, live briefs from clients and advertising agencies.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Campaign Strategy	40.00	1,2
Campaign pitch presentation	60.00	3,4

Grade Map	MAP1
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

Overall requirement/s to pass the course:

Submit all assignments and obtain a C- grade overall

LEARNING RESOURCES

Rumelt, R. (2011) Good Strategy, Bad Strategy: the difference and why it matters. New York: Random House

For further information, contact: Te Ara Auaha - Faculty of Design & Creative Technologies

Principal Programme: AK3303, Bachelor of Communication Studies

Related Programme/s: AK1315
ICE1
INEXCH1
SABRD1

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