

Course Title:	<b>Retail Engagement</b>
Course Code:	<b>ADVT885</b>
Descriptor Start Date:	<b>01/01/2021</b>
Descriptor End Date:	<b>31/12/2021</b>
POINTS:	<b>15.00</b>
LEVEL:	<b>8</b>
PREREQUISITE/S:	<b>None</b>
COREQUISITE/S:	<b>None</b>
RESTRICTION/S:	<b>None</b>

## LEARNING HOURS

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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

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Critically evaluates the evolution of retail advertising as a professional practice. Compares and contrasts retail advertising with brand advertising, and produces comparative brand communications. Explores consumer and industry practitioner's perceptions of retail advertising. Discusses the communication channels utilised by retail advertising and its impacts. Critically appraises ideation and creativity in retail and brand advertising.

## LEARNING OUTCOMES

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1. Understand and critically assess the role of retail in advertising and marketing communication.
2. Critically evaluate a retail campaign across a variety of communication channels.
3. Analyse and compare retail campaigns devised for a variety of brands.
4. Create a viable retail campaign brief and its execution.

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

## CONTENT

- Introduction to retail engagement including history of retail.
- Constraints and challenges within the retail sector.
- Management of retail campaigns.
- The role of voice in retail communication.
- Retail and Social Media.
- Online shopping; new and improved.
- What's the bottom line in retail?
- Retail communication strategies.
- Retail brand practices.

## LEARNING & TEACHING STRATEGIES

Lectures cover the theories and concepts of retail engagement in advertising and marketing; their role and application. Weekly workshops cover creative / vocational skills, strategies and techniques. Professionals will deliver guest lectures and provide feedback on retail practice.

## ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Critique of two selected retail campaigns from NZ organisations	25.00	1, 2, 3
Application of retail engagement through an agreed campaign	75.00	1, 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:

To pass the course, the student needs to submit all assignments by the due date and achieve a minimum overall grade of C-

## LEARNING RESOURCES

A recommended reading list will be provided.

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

**Principal Programme:** AK1326, Postgraduate Diploma in Brand Communication

**Related Programme/s:** AK1323  
AK1299  
AK1323

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