

MINOR INTERNATIONAL ADVERTISING

COURSE: FINAL CREATIVE TASK

STUDY BURDEN & ECTS: Study burden 140 hours; 5 ECTS

CONTENT

This course is a check on what the student has learned in the first term and second term (one semester). It is about advertising, which is all around us and is one of the most widely used marketing communication tools. Whether it is selling peanut butter, recruiting personnel or acquiring contributors for a charity, you cannot do this without advertising. Billions of euro's are spent annually on advertising and thousands of people earn their living in the industry.

During this course students have to develop a solution for a client's problem, an existing advertising agency, a firm, a genuine brand or profit/non for profit organization. It is a group assignment (we try to have groups of 2 students each, with a maximum of 3) and the findings will be presented to the client, the tutor as well as to fellow-students in the final week of the course.

The second individual assignment for the student is writing an essay about a topic related to the field of advertising. For both assignments they have to do research and use the APA systematic.

The student ought to work together in a small group, do research, write an advertising concept as a group, which will be presented to the briefing organization and write individually an essay. During the course they will learn how it is in the real advertising world and write about it in an academic way.

COURSE GOALS AND LEARNING OBJECTIVES

In the Final Task students are able to perform on the professional level they reached in the other 5 courses by making an overall advertising solution, thus showing (their) real performance in communications which adds value to the marketing mix.

In general the student will gain in depth knowledge of the field of advertising and media:

- The student knows how to use advertising as a marketing communication tool;
- The student will understand defining prospects, what niche marketing and positioning is;
- The student will know all about the relationship between the different agencies and a client;
- The student will practice creative research in a group and as an individual;
- The student can analyze marketing problems, give a substantiated opinion and solutions.

ASSESSMENT

Individual Assignment: Essay -> 50% of final grade, minimum grade 5,5

Group Assignment: Creative Advertising plan-> 50% of final grade, minimum grade 5,5