

MINOR INTERNATIONAL ADVERTISING

COURSE: FINAL CREATIVE TASK

COURSE: Final Creative Task

STUDY BURDEN & ECTS: 280 hours; 10 ECTS

CONTENT

This course serves as a culmination of what students have learned in the first and second terms (one semester). Advertising, a critical marketing communication tool, surrounds us in various forms. Whether selling peanut butter, recruiting employees, or attracting contributors for a charity, advertising is indispensable. Billions of euros are spent annually on advertising, sustaining thousands of professionals in the industry.

In this course, students will develop a solution for a real-world client problem. They will work with an existing agency, firm, or genuine brand—whether for-profit or non-profit. The project involves group collaboration in small teams. Findings will be presented to the client, tutor, and fellow students in the course's final week.

Students will conduct research, conceptualize an advertising campaign, and collaboratively create a campaign plan, which they will present to the briefing organization. Through this process, students will gain insights into the realities of the advertising world and present their work with academic rigor.

Learning Outcomes

In the Final Creative Task, students will demonstrate their professional-level competence by delivering a comprehensive advertising solution for a real client. This will reflect their performance in communications and their ability to add value to the marketing mix.

Students will acquire in-depth knowledge of advertising and media. During the client pitch, the following learning outcomes will be assessed:

- **Debrief and Contextual Understanding:** Exhibit a clear and thorough understanding of client requirements and market context, while fostering positive client relationships.
- **Innovativeness of Campaign Ideas:** Develop original, strategic advertising concepts and adapt these ideas based on client feedback and market dynamics.
- **Brand Alignment and Consistency:** Ensure the advertising campaign aligns seamlessly with the client's brand, strategically positioning it with consistent messaging.
- **Target Audience Appeal and Appropriateness:** Create campaigns that resonate with the target audience and uphold cultural sensitivity.

COURSE FACTSHEET

- Persuasive Pitch of Final Concept to Client: Deliver structured, persuasive presentations of the advertising concept while effectively responding to client feedback.
- Team Collaboration: Showcase active and meaningful contributions to the project team, highlighting strong collaboration skills.

ASSESSMENT

Group Assignment: Development of a Creative Advertising Plan and Campaign Concept for a real client addressing a real issue.

This assignment constitutes 100% of the final grade, with a minimum passing grade of 5.5.