

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MA Luxury Brand Management
FHEQ Level:	7
Course Title:	Advertising, Public Relations, and Sponsorship
Course Code:	LBM 7104
Course Leader:	
Student Engagement Hours:	200 (standard 4 credit MA course)
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Fall
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

The broad aim of the course is to introduce, examine, and appraise how Advertising, Public Relations, and Sponsorship are used to promote branded luxury offerings. Course material will draw from a blend of theory, tools, media campaigns, case studies, and contemporary examples. In addition, students will be encouraged to problem solve creatively - through practical exercises and in response to campaign briefs. There will be scope to attempt media audits evaluating existing campaigns; and develop new media schedules. In light of this, the course attempts to offer a balance between the technical and the creative – with the aim of delivering real value to practitioners of all levels.

Prerequisites:

N/A

Aims and Objectives:

- To evaluate the various individual forms and channels of marketing promotional activities.
- To critically understand and apply a selection of conceptual frameworks and toolkits required to promote branded luxury propositions.
- To examine contemporary perspectives concerning the integrated promotion of luxury brands in a series of markets.

Programme Outcomes:

A1, A2, A3, A5

B1, B2, B3, B5

C1, C2, C4, C5

D1, D2, D3, D4, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at: <http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Critical understanding of what defines and differentiates Advertising, Public Relations and Sponsorship as discrete promotional methods.
- Evaluate differing marketing communications promotional channels - from different industry, regional, and cultural perspectives.
- Be able to have an in-depth knowledge of different creative, segmentation, and targeting criteria designed to execute the promotion of branded luxury offerings
- Acquire an in-depth knowledge of key case examples that define critical success factors for promoting luxury brands to stakeholders.
- Examine critically contemporary perspectives concerning the promotional activities of luxury brands that continue to affect the sector from both B2B and C2C perspectives.

Cognitive Skills

- Develop a critical and practical approach to promotional issues relevant to a selection of international markets.
- The ability to engage in arguments in order to resolve potential conflicts and issues concerning the promotion of branded luxury propositions.
- The application into the international context of key concepts that support the viability of branded luxury offerings to different cultural groups and segments.
- To take a critical stance on the promotion of luxury brands to a cross-section of stakeholders throughout the value chain.

Subject specific, practical and professional skill

- Present analysis and discussions maximizing the use of modern communication methods and resources.
- Become familiar with the documentation of promotional activities, media plans, and cultural approaches involved in international contexts.
- Anticipate the impact of competitive rivalry, resource issues, and socio-economic factors relevant to the organisation and channel partners.
- Advise on the suitability and viability of branded luxury marketing communications to relevant markets.

General/transferable skills

- Ability to analyse contemporary market patterns and promotional practices orally and in writing.
- Develop capacity to work in a group either as a leader or as part of the team in a time efficient manner to accomplish the task in hand understanding the role of the different professionals in the marketing communications industry.
- Proficiency in communicating an array of information and concepts to academic and business audiences with a varied expertise on the subject

Indicative Content:

- Advertising Theory and Practice
- Public Relations Theory and Practice
- Sponsorship Theory and Practice
- Above the Line and Below the Line Channels
- Promotions and Incentives
- Integrated Media Planning and Buying
- Creative and Storyboarding
- Press Releases and copywriting
- Agency and Client Relations
- Celebrities, Endorsers, User-generated content and Vloggers
- Reputation management

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board (formerly Learning & Teaching Policy Committee) and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

The course will be taught through lectures, seminars, tutorials, workshops and practical sessions. Guest speakers will complement the course providing a practical approach.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

- De Pelsmacker P., Geuens, M. and Van Den Bergh, J. (2007) *Marketing Communications, A European Perspective*, 3rd Ed. Pearson Education Ltd., Harlow.
- Fill, C. (2009) *Marketing Communications - Interactivity, Communities and Content*, 5th Ed., Prentice Hall, Harlow.
- Smith, P.R. and Zook, Z. (2011), *Marketing Communications – Integrating offline and online with social media*, 5th Ed. Kogan Page, London.
- Clow, K.E. and Baack, D. (2009) *Integrated Advertising, Promotion and Marketing Communications*, 4th Ed., Global Edition, Pearson Education, New Jersey.
- Lane, W.R., King, K.W. and Russell, J.T. (2008) *Kleppner’s Advertising Procedure*, 17th Ed., Pearson International Edition, Pearson Education Ltd., Harlow.
- Moriarty, S., Mitchell, N. and Wells, W. (2009) *Advertising, Principles and Practice*, 8th Ed., Pearson International Edition, Pearson Education Inc., New Jersey.
- Pickton, T. and Broderick, A. (2001) *Integrated Marketing Communications*, Prentice Hall.
- Wells, W. Moriarty, S., Burnell, J. and Lwin, M. (2007) *Advertising Principles and Effective IMC Practice*, Prentice Hall, Singapore.

Journals

- Journal of Brand Management
- Journal of Product and Brand Management
- Consumption, Markets, and Culture
- Marketing Theory
- Journal of Consumer Research
- Journal of Marketing Management
- Journal of Consumer Marketing
- Journal of Fashion Marketing

- Harvard Business Review
- Admap
- Advertising Age
- European Journal of Marketing
- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising
- Marketing Letters
- Journal of Marketing
- Journal of Marketing Research
- Psychology and Marketing
- Journal of the Market Research Society

Web Sites

www.themarketer.co.uk

www.theidm.com

www.dma.org.uk

www.ico.gov.uk

<http://www.abc.org.uk>

<http://www.asa.org.uk/asa/>

<http://www.bauermedia.co.uk/>

<http://www.brandingmagazine.com/>

<http://www.brandrepublic.com/Campaign/>

<http://www.brandrepublic.com/mediaweek/>

<http://www.broadcastnow.co.uk/>

<http://www.campaignlive.co.uk/news/wide/886782/>

<http://www.campaignlive.co.uk/news/785296/Top-10-ad-agencies-2008/>

<http://www.campaignlive.co.uk/news/785868/Top-10-Media-Agencies-2008/>

<http://www.centaur.co.uk/>

<http://www.cim.co.uk/home.aspx>

<http://www.davidmeermanscott.com/resources.htm>

<http://www.haymarket.com/home.aspx>

<http://www.ipcmedia.com/>

<http://www.mad.co.uk/Home/Home.aspx>

<http://www.marketingmagazine.co.uk/>

<http://www.marketingweek.co.uk/>

<http://www.mintel.com/>

<http://uk.nielsen.com/site/index.shtml>

<http://www.prweek.com/uk/>

<http://www.uktvadverts.com/Home/>

<http://www.utalkmarketing.com/>

<http://www.visit4info.com/>

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