

## CREATIVE ADVERTISING AT FALMOUTH

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WELCOME TO BA(HONS) CREATIVE ADVERTISING AT FALMOUTH.

You are about to embark on a journey that will lead to a rewarding and fulfilling career. You'll challenge yourself, you'll surprise yourself and you'll have a lot of fun on the way. You'll be rewarded for being non-conformist, for thinking differently and for being creative.

### Your offer

Please remember that if you have been made a conditional offer to study at Falmouth, your place is subject to meeting those conditions. Conditional means that we are waiting to receive your results, or some more information, before your place is finalised. You can see any conditions in [UCAS Track](#). If you have any questions or concerns, please contact our Admissions Team on 01326 213730 or [admissions@falmouth.ac.uk](mailto:admissions@falmouth.ac.uk).

### First week of term

Your first day of attendance will be **Monday 12 September 2016**. Please join us in the **Abbott Studio, Falmouth Campus** at **10am** for a welcome talk.

You can download a copy of the [Falmouth Campus map](#) from the Contact page of our website [here](#).

Your first week at Falmouth will be an induction and orientation week. There will be important inductions for both the Creative Advertising course and the wider university, in addition to a number of social activities. You will also be given course outlines and timetables.

### MyTimetable

<https://mytimetable.falmouth.ac.uk/> available from 1 September 2016

This is the link to MyTimetable, your online academic calendar which shows all scheduled learning activities and your course timetable. It will be available from 1 September 2016, however, timetables can be subject to change. To keep up to date, we recommend that you export the feed to your chosen device (mobile, tablet, laptop or desktop). An induction will be offered on the use of MyTimetable during freshers' week. Students will have access to their individual student timetables, where appropriate, once they have completed their online enrolment and IT induction.

### Pre-course preparation

#### Reading

#### Essential

Please read these three short books over the summer:

Arden, P., 2003. *It's not how good you are, it's how good you want to be*. Phaidon Press Ltd. RRP £4.79.

Arden, P., 2006. *Whatever you think, think the opposite*. Penguin. RRP £8.99.

Young, J., 2003. *A technique for producing ideas*. McGraw-Hill Advertising Classic. RRP £6.99.

## **Optional**

Here's a list of other books that you may find useful. These are insightful books written by creative people for creative people who work in advertising. They're not required reading as such, but a collection of some of the better works.

Harrison, S., 2012. *Changing the world is the only fit work for a grown man*. RRP £11.99.

Sullivan, L., 2012. *Hey, whiplie, squeeze this: the classic guide to creating great ads*. RRP £11.48.

You can also follow the interests of our Advertising students and staff at

<https://www.pinterest.com/adatfalmouth>

The course blog is available here:

<https://theschoolofcommunicationdesign.wordpress.com/category/bahons-creative-advertising/>

## **Equipment list and costs**

### **Essential**

You will also need an A3 portfolio with a zip and approximately 12 removable plastic sleeves before you arrive here. Cost approximately £15.

### **Tuition fees (per year)**

2016-17 full-time UK/EU: £9,000

2016-17 full-time International: £15,000

## **During your course**

### **Materials and equipment list and costs**

#### **Essential**

You will require a laptop for the course. Macs are preferred but a PC is fine. Costs range from £300-£800.

## **Reading list and costs**

### **Essential**

#### **Strategy & Planning module (Year 1)**

Kavounas Taylor, A., 2013. *Strategic thinking for advertising creatives: 11 essential steps to creativity*. RRP £12.

#### **Consumer Behaviour module (Year 2)**

Cialdini, R.B., 1993. *Influence: The psychology of persuasion*. Collins, London. RRP £7.69, Kindle edition £3.99.

## **Optional**

### **Dissertation module (Year 3)**

Either: Fill, C., 1995. *Marketing communications*. RRP £59.86.

Or: Pickton, D., Broderick, A., 2005. *Integrated marketing communications*. RRP £77.45.

Please note purchase is optional as both books are available as eBooks in the library.

## **Study trips and costs**

### **Essential**

In the first semester, first year students have a scheduled three-day study trip to London during which you will visit a number of advertising agencies. Costs will vary depending on your accommodation and travel options. As a guide, you should expect to pay £40 for a coach trip and from £30 per night for accommodation. You will also need to consider the cost of food.

### **Optional**

In Year 3, students may wish to participate in the three-day D&AD New Blood event in London in July. Costs will vary depending on your accommodation and travel options. As a guide, you should expect to pay £40 for a coach trip and from £30 per night for accommodation. You will also need to consider the cost of food.

## **Enrolment and Student Terms & Conditions**

You will receive an email two weeks prior to the start of term with details of how to enrol online. All students must enrol online before the first day of term in order to be officially registered as a student of Falmouth University. If you plan to receive an undergraduate student loan, you must enrol to have your money released to you.

As part of your enrolment, you will be required to agree to and comply with the University's Student Terms & Conditions. These Terms & Conditions are important and we encourage you to read them carefully, prior to enrolling online. They can be found on our Regulations, Policies and Procedures web page under 'Student Terms & Conditions' [here](#).

During the coming weeks, you will be emailed important information for new students. If you will be away, please ask someone else to check your emails regularly and reply on your behalf.

We know that there's a lot to do to prepare before the start of your course. If you have any questions at all, please don't hesitate to call our Admissions team for advice on 01326 213730 or email [admissions@falmouth.ac.uk](mailto:admissions@falmouth.ac.uk).

If you would like to download and print a copy of this email, please go to [www.falmouth.ac.uk/new-students/welcome-letters](http://www.falmouth.ac.uk/new-students/welcome-letters).

Finally, if you have any queries about the course, please do not hesitate to contact me. I look forward to you joining us in September.

Yours sincerely

**Sion Scott-Wilson**

Head of Creative Advertising

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