

Communication Strategy & Creative Development

(30 credits, delivered p/t through 15 weeks, including assessment)

This module will introduce the professional practice associated with Account Planning practices within advertising agencies, through to the definition of the 'client brief', incorporating the understanding of media buying, the experiential and interruptive forms of digital communications, consumer behaviour, target audience definition and needs. Students will experience defining a creative brief, engage with models of creative thinking processes to deliver an effective campaign and learn to evaluate the 'creative concept'.

Agency Practice & Management

(30 credits, delivered p/t through 15 weeks, including assessment)

This module provides an overview of the professional practices associated with business, account and agency management in the advertising industry. It will review the traditional roles, structures and business models of agencies and map the key developments and trends, from the introduction of account planning through the 'unbundling' of media, the growth of direct response and specialist agencies. From independent agencies, through global advertising networks to global network 'communication groups'. Financial remuneration models and matters of legal compliance will be introduced. Ethical questions will be debated and legal contexts explored, alongside codes of practice. Issues of copyright and the ownership of intellectual property rights will be framed by the latest legal regulations. The module will provide students with an understanding of the inter-relationship between the roles of Account Handlers and Account Planners, and deliver the practical and intellectual tools to assist project management, the scheduling of workflow and an understanding of budget management.

Major Projects

(60 credits, delivered p/t through 30 weeks, including assessment)

This final module provides students with the opportunity to reflect on their learning on the course in relation to their personal objectives and professional development associated with their career paths. It extends the opportunity for independent research through two major assignments. An individual Report will enable students to research and analyse further a specialist area of contemporary practice reflecting current theories and debates. The second major assignment will deliver the opportunity to create a presentation through which they can 'illustrate' their knowledge and insight of contemporary practice to a professional external audience, to aid the process of career development. The students' specialist interests and career path will drive the assignment content. It could relate to a business problem associated with the individual's current employment or be based upon a case study, extend a business opportunity for an existing company or respond to a gap in the market. The presentation will evidence the student's learning and understanding of contemporary practice and demonstrate their strategic thinking. Initial proposals will be negotiated with staff guidance to ensure that it is appropriate to meet the learning objectives.