Module code	ADV502		Level	5
Module title	Theories, Histories & Futures		Credit value	20
Common/Core/ Elective	Core		ECTS Credits	10
			Notional learning hours	200
Courses on which the module is taught	Advertising		Teaching Period	Autumn

1. Module description

In this module you will engage in applied theories of advertising with the relevant background to the history and possibilities to explore future ideas on traditional and online digital advertising practice. You will research and address the bridge from academic understanding to practitioner through core requirements of how advertising works. The module will explore cross cultural advertising practice by engaging in scholarly works in the philosophy, ethics, and values of advertising.

There will be an emphasis to draw in works from across the globe and to analyse the developments that have taken place in advertising to date in various regions. This will enable you to achieve not only an understanding of the history of advertising and the impact it has had in the development of human communication, but also to be able to evaluate the shape of advertising in future digital brand and communication innovation.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Decision-Making (MLO 04)
Analyse and reflect on different theoretical and historical ideas on advertising, including your own, to explore future advertising practice.

Communication (MLO 05)
Communicate effectively in writing in multicultural and/or international settings within unfamiliar and well-defined contexts

Discipline Knowledge (MLO 07)
Examine and apply theories, concepts, and facts in the global field of advertising.

Human & Environmental Impact (MLO 10)
Analyse the impact of advertising on people and on the environment.

3. Learning and teaching methods

You will be taught by a mixture of micro-lectures, seminars and interactive workshops in which you will explore theoretical principles of advertising and apply them to historical cases. You will gain understanding of these theories through case studies, critical discussion of campaigns, academic and industry journal articles. Debate and discussion will be actively encouraged, alongside examination of controversial campaigns. The learning on this module will be underpinned by appropriate field trips and activities.

Learning hours	
Directed learning	**48 hours**
Workshops/classes	48 hours
Supervision	0 hours
Guided/Self-guided learning	**152 hours**
Total	200 hours

4. Assessment, formative feedback and relative weightings

Assessment 1: Case Study
Weight (%): 100
Word Count or Equivalent: 3000-3600 words.

You will research the history of one campaign of a product, service or slogan and include details of objectives, goals and strategies. You will analyse any theories used that you have studied to explain the reason behind the way in which the campaign evolved over the period. You will reflect on the outcome of the campaign, its effect on society and whether it would be done differently now.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module				
Assessment tasks	**LO4**	**LO5**	**LO7**	**LO10**
Case Study	X	X	X	X

5. Indicative resources

DAVIS, A. (2013) *Promotional cultures : the rise and spread of advertising, public relations, marketing and branding*. Polity. Available at:
https://discovery.ebsco.com/linkprocessor/plink?id=ac8c156b-f8fd-38e6-84be-dbc6b192f9ea

RICHARDS, J.E (2022) *A History of Advertising – the First 300,000 Years.* Lanham: Rowman and Littlefield

RODGERS, S. and THORSON, E. (ed) (2019) *Advertising Theory*. (2nd edition) Oxford: Routledge

TUNGATE, M (2013) *Adland : A Global History of Advertising*. London: Kogan Page. Available at: https://discovery.ebsco.com/linkprocessor/plink?id=2de505f7-9268-3986-acbd-26022489b9e7

Wonkeryor, E.L (2015) *Dimensions of Racism in Advertising; From Slavery to the Twenty-First Century*. New York: Peter Lang US

Suggested Journals, Publications, Databases and other readings will be made available via Blackboard.