

# Prifysgol Wreccsam Wrexham University

## Module specification

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Module Code	CMT546
Module Title	Advertising & Marketing – Selling Ideas
Level	5
Credit value	20
Faculty	FACE
HECoS Code	100443
Cost Code	GACT
Pre-requisite module	NA

### Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BA (Hons) Filmmaking	Core

### Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	10 hrs
Project supervision hours	0 hrs
<b>Active learning and teaching hours total</b>	30 hrs
Placement hours	0 hrs
Guided independent study hours	170hrs
<b>Module duration (Total hours)</b>	200 hrs

### Module aims

An introduction to the principles and practices of advertising and marketing, focusing on the creative process of developing and selling ideas. Students will explore strategies for crafting persuasive messages and campaigns that effectively reach target audiences.

### Module Learning Outcomes

At the end of this module, students will be able to:



1	Demonstrate understanding of key advertising and marketing concepts.
2	Create persuasive advertising content informed by market research and audience insight.
3	Plan, execute, and critically evaluate strategic advertising campaigns across multiple platforms.
4	Apply advertising concepts and storytelling techniques to the production of media artefacts that address real-world communication objectives.

### Assessment Title: Advertising Campaign Development

#### 1. Written Assignment

- Students will develop a detailed advertising campaign strategy, outlining the target audience, brand positioning, messaging, and media channels.
- The strategy should include research-based insights, incorporating market analysis to justify creative choices.

#### 2. Practical Advertising Project

- Students will produce a 30–60 second commercial (or smaller works to this time limit) or related branded content piece, applying advertising principles and filmmaking techniques.

#### 3. Ongoing Evaluation - A project diary, briefly explaining creative decisions as the work progresses.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 3	Written Assignment	1000 words	20%	N/A
2	2, 4	Portfolio	30-60s	70%	N/A
3	3	Portfolio	500 words	10%	N/A

### Derogations

None.

### Learning and Teaching Strategies

Instruction and learning are delivered through various methods, including lectures, workshops, seminars, small group tutorials, Q&A sessions and online delivery via ALF. This would include blended learning with accessible online content, prioritising flexibility and inclusivity.

Many classes are exercise-based, promoting active student engagement in their learning process. One-on-one consultations with personal tutors and the presence of regular presentations throughout the course encourages students to engage in reflective learning

### Welsh Elements

In collaboration with the Welsh Language Team at Wrexham University, it is planned that key terms in the degree programme and certain topic areas will be available in Welsh – whether through workshop sessions, or audio and video material, with potential expansion of such capacity.

### Indicative Syllabus Outline

- Introduction to advertising and marketing principles.
- The creative process: developing and pitching ideas.
- Crafting persuasive messages for target audiences.
- Designing effective advertising campaigns.
- Case studies and analysis of successful strategies.

### Indicative Bibliography:

*Please note the essential reads and other indicative reading are subject to annual review and update.*

### Essential Reads

Powell, H., Hardy, J., MacRury, I. and Brierley, S. (2018), *The Advertising Handbook*. London: Routledge.

### Other indicative reading

Stoklossa, U. and Rempen, T. (2007), *Advertising: New Techniques for Visual Seduction*. London: Thames & Hudson.

Tellis, G.J. and Ambler, T. (2007), *The SAGE Handbook of Advertising*. London: SAGE Publications.

### Administrative Information

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Initial approval date	September 2026
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Date and details of revision	
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