

Module Code		AX-2305	
Module Title		Creative Advertising, Branding and Corporate Communication	
Degree/Diploma		Bachelor of Arts (Design & Creative Industries)	
Type of Module:		Major Option	
Modular Credits:		4	Student Workload: 10 hours/week Contact hours: 4 hours/week
Prerequisite:		None	
Antirequisite:		None	
Aims: To develop the knowledge, skills and expertise needed to work in the evolving marketing and communication industries and the ever changing information technology environment.			
Learning Outcomes: On successful completion of this module, a student will be expected to be able to:			
Lower order:	20%	Describe theoretical principles related with marketing communications, branding and corporate reputation management.	
Middle order:	30%	- Identify marketing communications and branding by examining a range of contemporary marketing communications artworks. - Interpret the changing role and perception of contemporary visual culture in marketing communications and branding in changing global markets.	
Higher order:	50%	- Create visual arts and marketing communications strategies to influence buying behaviour, target audience analysis and campaign planning - Evaluate managerial and creative marketing ability in fulfilling a client brief - Develop professional and creative skills by working on business problems - Work independently in creating a visual identity and corporate image - Work collaboratively in creating advertisements using graphic and multimedia tools	
Module Content: <ul style="list-style-type: none">• Graphics design and digital media• Visual and strategic Communications• Creative Advertising• Mass visual communication• Branding and Marketing Theory & Principles and Marketing Environment			
Assessment	Formative	Biweekly assessment and feedback	
	Summative	Examination: 30%	
		Coursework: 70% <ul style="list-style-type: none">• 1 individual written assignment (15%)• 1 individual project (25%)• 1 group project (30%)	