


Course Outline	
MDIA6019 Advertising Media (2)	
Effective Date 01 February 2016	Study Program Visual Communication Design Revision 0

1. Course Description

By the end of this course, the students will be able to: identify types of messages in advertising and its relation to maximize creative in different advertising media within its own unique characteristics.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
Graduates will be able to explain the basic principles, know-how, technology and history of visual art/design.
Graduates will be able to explain current communication approaches, market trends or behavior, and media of creative advertising designs
Graduates will be able to apply basic and fundamental knowledge of art/design into practice
Graduates will be able to apply knowledge of market, media and communication approaches to creative advertising design solutions
Graduates will be able to analyze marketing communication problems based on appropriate approach and generate design solutions

3. Topics

- Message appeals in advertising
- Introduction to media planning & process
- Media objectives & strategy
- Media characteristics
- Advertising, product and consumer
- Provisions manners of advertising
- Procedures for advertising terms
- Internet and interactive media

4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Define different types of messages in advertising
- LO 2: Describe media planning objectives and process
- LO 3: Experiment with different media characteristics by considering ethics in advertising

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Group Discussion, Group Presentation, Lecture, Watching Video, VCD, Film, multimedia, Create Mind Map, Research, and Presentation.

6. Textbooks and Other Resources**6.1 Textbooks**

1. George E. Belch. (2012). ***Advertising and promotion : an integrated marketing communications perspective***. 09. Mcgraw-hill/Irwin. New York. ISBN: 9780071314404.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. http://www.youtube.com/watch?v=wHq-i9q_JW8
2. <http://www.youtube.com/watch?v=CFsKeDAJPak&list=PLC7E651F42B3C340C>
3. <http://www.youtube.com/watch?v=8OAv0nZ8lzU>
4. <http://www.youtube.com/watch?v=W5HAX8dB1JM>
5. <http://www.youtube.com/watch?v=JTKUzljU44>
6. <http://www.aabri.com/manuscripts/11907.pdf>
7. <http://apbusinessethic.blogspot.com/2013/04/tugas-1-ppak-2013-kasus-etika-di.html>
8. http://transition.fcc.gov/Bureaus/Mass_Media/Informal/ad-study/appendix-a.pdf
9. <http://fokus.news.viva.co.id/news/read/363153-kasus-iklan--tki-on-sale---ini-janji-pemerintah-malaysia>
10. <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.1996.tb00174.x/full>
11. http://www.aef.com/on_campus/classroom/speaker_pres/data/3001
12. http://wps.pearsoncustom.com/wps/media/objects/2471/2530892/MKT610-OL_Ch08.pdf
13. <http://epubl.ltu.se/1404-5508/2004/195/LTU-SHU-EX-04195-SE.pdf>
14. <http://www.nielsenmedia.co.nz/en/pdf/mri/28/mediaterms.pdf>
15. http://pure.au.dk/portal-asb-student/files/47786391/Master_Thesis_wo_appendix.pdf
16. <http://ikhshanhariadi.blogspot.com/2013/06/urgensi-penegakan-etika-periklanan.html>
17. <http://www.transtutors.com/homework-help/management/marketing>
18. http://www.e-ope.ee/_download/euni_repository/file/2174/DigitalCulture.zip/Key%20readings/cover.pdf
19. http://people.umass.edu/debevec/mktg422/MEDIA_PLANNING.pdf
20. http://wps.pearsoncustom.com/wps/media/objects/2471/2530892/MKT610-OL_Ch07.pdf
21. <http://www.transtutors.com/homework-help/management/marketing-communication/communication-process/internet-interactive-media/>
22. <http://www.unicef.org/malaysia/Code-of-Advertising-Practice.pdf>
23. <http://www.cap.org.uk/Advertising-Codes.aspx>
24. <http://www.usq.edu.au/material/unit/resource/theory/theory4.htm>
25. <http://www.facebook.com/notes/ridwan-handoyo/belajar-dari-kasus-iklan-klinik-tong-fang/10151128601655546>
26. <http://sbaweb.wayne.edu/~marketing/wp/001hc.pdf>

7. Schedule**Theory**

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	Message appeals in advertising - Messages in advertising - Elements in advertising message	- Message appeals in advertising - Examples of advertising appeals, http://www.youtube.com/watch?v=CFsKeDAJPak&list=PLC7E651F42B3C340C - Advertising design: Message Strategies and Executorial Frameworks, http://wps.pearsoncustom.com/wps/media/objects/2471/2530892/MKT610-OL_Ch07.pdf - Developing advertising

			<p>messages - examples from the Swedish print media, http://epubl.ltu.se/1404-5508/2004/195/LTU-SHU-EX-04195-SE.pdf</p> <p>- Fear appeal theory, http://www.aabri.com/manuscripts/11907.pdf</p>
2 F2F	LO 1	<p>Message appeals in advertising</p> <ul style="list-style-type: none"> - Messages in advertising - Elements in advertising message 	<ul style="list-style-type: none"> - Message appeals in advertising - Examples of advertising appeals, http://www.youtube.com/watch?v=CFsKeDAJPak&list=PLC7E651F42B3C340C - Advertising design: Message Strategies and Executional Frameworks, http://wps.pearsoncustom.com/wps/media/objects/2471/2530892/MKT610-OL_Ch07.pdf - Developing advertising messages - examples from the Swedish print media, http://epubl.ltu.se/1404-5508/2004/195/LTU-SHU-EX-04195-SE.pdf - Fear appeal theory, http://www.aabri.com/manuscripts/11907.pdf
3 F2F	LO 2	<p>Introduction to media planning & process</p> <ul style="list-style-type: none"> - Terminology in media planning - Messages and media - Selecting and buying media - Process in media planning - Market analysis 	<ul style="list-style-type: none"> - Introduction to media planning & process - Advertising and promotion : an integrated marketing communications perspective, Chapter 13, page 309, 319, 366 - How to select advertising medium, http://www.youtube.com/watch?v=wHq-i9q_JW8 - How to create a media plan, http://www.youtube.com/watch?v=8OAv0nZ8IzU - Overview of media planning, http://transition.fcc.gov/Bureaus/Mass_Media/Informal/ad-study/appendix-a.pdf - Beyond media frequency, http://sbaweb.wayne.edu/~marketing/wp/001hc.pdf - Media Terms by Nielsen Media Research, http://www.nielsenmedia.co.nz/en/pdf/mri/28/mediaterms.pdf - Media planning and media mix decision making, http://pure.au.dk/portal-asb-student/files/47786391/Master_Thesis_wo_appendix.pdf

4 F2F	LO 1 LO 2	Media objectives & strategy <ul style="list-style-type: none"> - Specifying media objectives - Developing media objectives - Implementing media objectives - Selecting the target audience 	<ul style="list-style-type: none"> - Media objectives & strategy - Advertising and promotion : an integrated marketing communications perspective, Chapter 13, page 370 - Advertising and promotion : an integrated marketing communications perspective, Chapter 10, page 316 - Media strategy, http://www.youtube.com/watch?v=JTKUzljU44 - Media planning objectives, http://people.umass.edu/debevec/mktg422/MEDIA_PLANNING.pdf
5 F2F	LO 1 LO 2	Media objectives & strategy <ul style="list-style-type: none"> - Specifying media objectives - Developing media objectives - Implementing media objectives - Selecting the target audience 	<ul style="list-style-type: none"> - Media objectives & strategy - Advertising and promotion : an integrated marketing communications perspective, Chapter 13, page 370 - Advertising and promotion : an integrated marketing communications perspective, Chapter 10, page 316 - Media strategy, http://www.youtube.com/watch?v=JTKUzljU44 - Media planning objectives, http://people.umass.edu/debevec/mktg422/MEDIA_PLANNING.pdf
6 F2F	LO 1 LO 2 LO 3	Media characteristics <ul style="list-style-type: none"> - Characteristics of newspaper, magazine, radio and television as advertising media - Limitation of newspaper, magazine, radio or television, magazine, radio and television as advertising media - Advantages of newspaper, magazine, radio and television as advertising media - Design and creativity in newspaper, magazine, radio and television as advertising media - Advertising media creativity 	<ul style="list-style-type: none"> - Media Characteristics - Advertising and promotion : an integrated marketing communications perspective, Chapter 10-14 - Promotion: advertising media types, http://www.youtube.com/watch?v=W5HAX8dB1JM - Advertising media selection, http://wps.pearsoncustom.com/wps/media/objects/2471/2530892/MKT610-OL_Ch08.pdf - Media characteristics, http://www.usq.edu.au/material/unit/resource/theory/theory4.htm
7 F2F	LO 1 LO 2 LO 3	Media characteristics <ul style="list-style-type: none"> - Characteristics of newspaper, magazine, radio and television as advertising media - Limitation of newspaper, magazine, radio or television, magazine, radio and television as advertising media - Advantages of newspaper, magazine, radio and television as advertising media - Design and creativity in newspaper, magazine, radio and television as advertising media - Advertising media creativity 	<ul style="list-style-type: none"> - Media Characteristics - Advertising and promotion : an integrated marketing communications perspective, Chapter 10-14 - Promotion: advertising media types, http://www.youtube.com/watch?v=W5HAX8dB1JM - Advertising media selection, http://wps.pearsoncustom.com/wps/media/objects/2471/2530892/MKT610-OL_Ch08.pdf

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9 F2F	LO 1 LO 2 LO 3	Media characteristics - Characteristics of newspaper, magazine, radio and television as advertising media - Limitation of newspaper, magazine, radio or television, magazine, radio and television as advertising media - Advantages of newspaper, magazine, radio and television as advertising media - Design and creativity in newspaper, magazine, radio and television as advertising media - Advertising media creativity	- Media Characteristics - Advertising and promotion : an integrated marketing communications perspective, Chapter 10-14 - Promotion: advertising media types, http://www.youtube.com/watch?v=W5HAX8dB1JM - Advertising media selection, http://wps.pearsoncustom.com/wps/media/objects/2471/2530892/MKT610-OL_Ch08.pdf - Media characteristics, http://www.usq.edu.au/material/unit/resource/theory/theory4.htm
10 F2F	LO 3	Advertising, product and consumer - The boundaries of the preparation of advertising ethics Indonesia - Code of ethics of advertising Indonesia - Consumer law in positive law advertising	- Advertising, product and consumer - Ethics in Advertising, http://www.aef.com/on_campus/classroom/speaker_pres/data/3001 - Advertising ethics enforcement urgency (in Bahasa Indonesia), http://ikhsanhariadi.blogspot.com/2013/06/urgensi-penegakan-etika-periklanan.html - Advertising Codes in UK, http://www.cap.org.uk/Advertising-Codes.aspx - Code of ethics case study (in Bahasa Indonesia), http://apbusinessethic.blogspot.com/2013/04/tugas-1-ppak-2013-kasus-etika-di.html

11 F2F	LO 3	Provisions manners of advertising <ul style="list-style-type: none"> - Content - Variety ad - Commercial actor - Vehicle ad 	<ul style="list-style-type: none"> - Provisions manners of advertising - Malaysian code of advertising practice, http://www.unicef.org/malaysia/Code-of-Advertising-Practice.pdf
12 F2F	LO 3	Procedures for advertising terms <ul style="list-style-type: none"> - General application - Advertising production - Media in advertising - Enforcement 	<ul style="list-style-type: none"> - Procedures for advertising terms - Tong Fang Clinic advertisement case study, http://www.facebook.com/notes/ridwan-handoyo/belajar-dari-kasus-iklan-klinik-tong-fang/10151128601655546 - "TKI on sale" advertisement case study, http://fokus.news.viva.co.id/news/read/363153-kasus-iklan--tki-on-sale---ini-janji-pemerintah-malaysia
13 F2F	LO 2 LO 3	Internet and interactive media <ul style="list-style-type: none"> - Introduction of internet and interactive media - Types of internet media 	<ul style="list-style-type: none"> - Internet and interactive media - Advertising and promotion : an integrated marketing communications perspective, Chapter 15, page 440-448 & 495 - Overview of internet and interactive media, http://www.transtutors.com/homework-help/management/marketing-communication/communication-process/internet-interactive-media/ - The internet as mass medium, http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.1996.tb00174.x/full - Overview of internet and interactive media, http://www.transtutors.com/homework-help/management/marketing-communication/communication-process/internet-interactive-media/ - Audience interactive: Interactive media, narrative control and reconceiving audience history, http://www.e-opee/_download/euni_repository/file/2174/DigitalCulture.zip/Key%20readings/cover.pdf

8. Evaluation**Theory**

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	50%	√	√	√
Mid Exam	20%	√	√	
Final Exam	30%		√	√

Practicum

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Final Evaluation Score

Aspects	Weight
Theory	100%
Practicum	0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Ability to list all types of messages in advertising	List all types of messages in advertising	List some types of messages in advertising	List few types of messages in advertising	List only 1 or none advertising message
	1.2. Ability to define different types of messages in advertising	Describe all types of messages in advertising	Describe some types of messages in advertising	Describe few types of messages in advertising	Describe only 1 or none advertising message
LO 2	2.1. Ability to generalize media planning objectives and process	Generalize media planning objectives and process also give personal opinion within current society context	Generalize complete media planning objectives and process without giving personal opinion	Generalize only parts of media planning objectives or process	Generalize briefly about media planning objectives or process
	2.2. Ability to describe media planning objectives and process	Describe complete media planning objectives and process also give personal standpoint about their relation	Describe complete media planning objectives and process without giving personal standpoint	Describe only media planning objectives or process	Describe briefly about media planning objectives or process

		relation			
	3.1 Ability to analyse with different media characteristics by considering ethics in advertising	Analyze all media types within its unique characteristics, its relation to ethics in advertising also give strong arguments for the experimentat ion	Analyze most of media types within its unique characteristics, its relation to ethics in advertising	Analyze only few media types within its unique characteristics, its relation to ethics in advertising	Analyze only 2 or less media types within its unique characteristics, its relation to ethics in advertising
LO 3	3.2 Ability to experiment with different media characteristics by considering ethics in advertising	Experiment with all media types within its unique characteristics, its relation to ethics in advertising also give strong arguments for the experimentat ion	Experiment with most of media types within its unique characteristics, its relation to ethics in advertising	Experiment only with few media types within its unique characteristics, its relation to ethics in advertising	Experiment only with 2 or less media types within its unique characteristics, its relation to ethics in advertising

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