

**COURSE SPECIFICATION**

**Institution Name** Rangsit University **Faculty/Department** College of Communication Arts

**Curriculum** Communication Arts (International Program)

**SECTION 1 GENERAL INFORMATION**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| IAD451 |  | Advertising Management | | | 3 | (3-0-6) |
| Prerequisite(s) |  | - | | |  |  |
| Co-requisite(s) |  | - | | |  |  |
| Academic Year |  | S/2025 | | |  |  |
| Section |  | 150 | | |  |  |
| Course Category |  | Foundation | | |  |  |
|  |  | General education | | |  |  |
|  | **☑** | Core | | |  |  |
|  |  | Elective | | |  |  |
| Responsible person | | Asst.Prof. Nudee Nupairoj, Ph.D. |  | Full-time lecturer |  |  |
| Teaching lecturer | | Asst.Prof. Nudee Nupairoj, Ph.D. | **☑** | Full-time |  | Guest |
| Classroom location | | 11-405 (T, Thu 9am) | **☑** | On campus |  | Online |
| Last update | | May 1, 2025 |  |  |  |  |

**SECTION 2 COURSE OBJECTIVES AND COMPONENTS**

**1. Course Objectives**

1. To gain knowledge of the administrative structure, services, and personnel roles involved in advertising planning.
2. To understand how budgets and other resources are allocated within the advertising industry.
3. To develop an understanding of effective coordination among advertising organizations.

**2**. **Course description**

An overview of the administrative system in the advertising industry, including the structure and functions of advertising agencies and production companies. The course covers their management practices, services offered, and the roles of personnel involved in advertising planning. Topics also include budgeting, resource allocation, and strategies for effective coordination with other advertising-related organizations.

**3. Number of consultation hours**

Total .....5....hours/week e-mail : ndnupairoj@gmail.com..…………….

Facebook :………………………………………

Line : IAD451 Ad Management

Others (specify)....................................................

**SECTION 3** **Development of the student’S learning outcomes**

The standards of learning outcomes for curriculum development in the framework of national standards for higher education in the 5 areas are as follows:

**1. Morals and Ethics**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
| - | - | - | - |

2**. Knowledge**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Learning Outcomes** | | **Teaching Methods** | | **Evaluation** |
| 2.1 | Demonstrate knowledge and understanding of key communication theories, management principles, and practical strategies used in the planning and execution of advertising campaigns across various organizational and media contexts. | * Lecture * Case study | | * Group Project * Exam. | |

3. **Intellectual Skills**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Learning Outcomes** | | **Teaching Methods** | **Evaluation** |
| - | - | - | | - |

4. **Interpersonal skills and responsibility**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | | **Evaluation** |
| 4.1 | Able to contact and communicate. | * Lecture | * Exercise, group project, written task | |
| 4.2 | Develop leadership and followership skills as an effective team player, with the ability to prioritize tasks, resolve conflicts, and make decisions in alignment with principles of good governance. | * Lecture * Problem solving activities * Classroom debate and discussion | * Team Project * Reflective journals * Peer evaluation | |
| 4.4 | Demonstrate a strong sense of responsibility for one’s own and the group’s ideas, communication, and actions in both academic and professional advertising contexts. | * Experiential learning * Class discussion | * Group Project | |

5**. Numerical analysis, communication and information technology skills**

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| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
|  | **-** | - |  |

**SECTION 4 TEACHING AND EVALUATION PLANS**

**Educational innovation:**

* Simulated Advertising Agency Project ("AdLab");
* Live Client Collaboration or Industry Partnership;
* Integrated Digital Portfolio.

**1. Teaching Plan**

| **Week** | **Content** | **Teaching activities and materials** | **Hours** |
| --- | --- | --- | --- |
| 1 | Course overview  Advertising Fundamentals | Lecture, PowerPoint, handout  **Activity**: Class Discussion on the Role of Advertising in Modern Business | 3 |
| 2 | Administrative Structure of Advertising Organizations: Ad Agencies, structure, roles (creative, media, account management) | **Activity**: Virtual Tour of an Agency  **Assignment 1**: Group assignment to analyze a specific agency's organizational structure and personnel roles. | 3 |
| 3 | Advertising Services and Roles in Advertising Planning: Advertising Services (Media Buying, Creative Development, Strategy) | Role-play exercise: "Pitching an Advertising Campaign" (students act as client or agency) | 3 |
| 4 | **Understanding Advertising Budgets**  Budgeting for Advertising: Budget Planning, Allocation, and Control | **Activity**: Case Study: "How Budgets Are Managed in Large Campaigns"  **Assignment 2**: Budget Planning Exercise: Students create a mock budget for a campaign. | 3 |
| 5 | Allocation of Resources: Human Resources, Media, and Creative Materials | **Activity**: Workshop on resource planning using industry tools like media planning software - Group task to allocate resources for a simulated campaign within a set budget. | 3 |
| 6 | Coordination Between Client, Agency, and Media Vendors | **Activity**: Simulation of an Agency-Client Meeting: Discuss Campaign Goals and Team Roles  **Assignment 3**: Group Assignment: Develop an effective coordination strategy for a mock advertising campaign. | 3 |
| 7 | Review of Key Concepts and Application in Advertising Management | **Activity**: Review Game: Advertising Management Trivia (using Kahoot or similar) | 3 |
| 8 | Midterm Exam | Midterm Exam | 3 |
| 9 | Term Break |  |  |
| 10 | Managing Advertising Campaigns: The Creative Process - The Role of Creativity in Advertising: From Concept to Execution | Activity: Brainstorming session for a creative concept for a new product | 3 |
| 11 | **Media Planning and Buying**: Media Strategy: Selection, Buying, and Planning for Effective Reach | Media Planning Exercise: Students create a media plan for an ad campaign | 3 |
| 12 | **Advertising Campaign Execution**  **Topic**: From Planning to Execution: Managing Creative and Media Implementation | **Activity**: Case Study on a successful campaign and discussion of execution strategies  **Assignment 4**: Group Project: Execute a mini-campaign (either through mock ads or planning), focusing on the coordination process. | 3 |
| 13 | Metrics for Measuring the Success of Advertising Campaigns | Class Discussion on Various Advertising Metrics (e.g., ROI, engagement, brand lift) | 3 |
| 14 | **Global Advertising and Cultural Considerations:** Advertising Across Cultures: Challenges and Opportunities | **Activity**: Case Study of Global Advertising Campaigns and Cross-Cultural Strategies  **Final Project**: Develop an advertising strategy tailored for a specific market. | 3 |
| 15 | Preparing for Final Presentations: Integration of All Learnings | Project Work Time (Students finalize their advertising campaign plans, coordination strategies, and budget allocations) | 3 |
| 16 | Final Exam (Project presentation) Advertising Campaigns |  | 3 |
|  | Total |  | 45 |

**2. Evaluation Plan**

| **Learning outcomes** | **Evaluation Methods** | **Week Evaluated** | **Percentage of Evaluation** |
| --- | --- | --- | --- |
| 2.1, 4.1, 4.2, 4.4 | Project Assignment  Midterm Exam  Final Project | 2-14  2-7  2-16 | 40  20  30 |
| 4.1 | Engagement | 2-16 | 10 |
|  |  |  | 100 |

##### SECTION 5 TEACHING MATERIALS AND RESOURCES

1. **Textbooks and primary documents**

Course materials and handout.

**2. Other important documents and resources**

Batra, R., Myers, J.G., Aaker, D.A. (1996). Advertising Management. New Jersey: Prentice Hall.

**3. Recommended documents and resources**

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**SECTION 6 Course Evaluation and Improvement**

**1. Course effectiveness evaluation strategy by students**

Students’ comments and learning behavior (such as attendance and participation). Students’ learning outcomes and online teaching evaluation.

1. **Teaching evaluation strategy**

Online teaching evaluation.

Overall student’s performance.

**3. Teaching Improvement**

* Revision and analysis of the students’ online evaluation results.
* Suggestions and advice from experts or more experienced lecturers.

**4. The Verification of students’ academic performance**

Student interviews

□ Behavior observation

☑ Verification of grading and evaluation

Comprehensive examination

Report of the cumulative data of the standards of learning outcomes (6 areas)

Survey/Questionnaire

Others (Specify)………………………….

**5. The revision and planning process to improve course efficiency**

* Planning of course improvement is based on the overall class performance to ensure better learning experience in the next academic year.