

ADVERTISING 101 - BY MUHAMMAD USMAN

Learning the Art of Selling Ideas

COURSE OUTLINE:

Brief Assessment Guide

Overall – Class Participation & Activities: 20%

Mandatory – Mid Project (Ad Fest): 20%

Mandatory – Final Project: 60%

SECTION I – THE ADVERTISING PROCESS: INSTRUMENTS, FOUNDATION & PHILOSOPHY

Class 1 – INTRODUCTION & OVERVIEW

- ✓ Course & Instructor Introduction
- ✓ Student Introduction
- ✓ Overview of Course Contents
- ✓ Group Formation

Class 2 – ADVERTISING BASICS

- ✓ Basic Terminologies & Concepts
- ✓ Messaging Objectives & Techniques
- ✓ Types of Ads & Essential Components of an Ad
- ✓ Class Discussion

Class 3 – ROLE OF BRAND BUILDING IN ADVERTISING

- ✓ Brand Building- The Journey from Product to Brand
- ✓ Brand Image - Creation, Revamping & Maintenance

Class 4 – SENSORIALS IN ADVERTISING

- ✓ Engaging the 5 Senses
- ✓ Brand-Sensorial Association
- ✓ Group Activity

Class 5 – INSTITUTIONALIZATION: DEPARTMENTS, DISCIPLINES & FUNCTIONS (Part 1)

- ✓ **Account Planning & Strategy** ○ What is Planning & Strategy? Why is it important? ○ Key Terminologies & Flip Perspective Thinking
 - Components of Strategy ○ Strategizing in a Fragmented World
- ✓ **Copy & Concept** ○ Role of Copywriters?
 - Types of Copy (taglines, body copy, screenplay, jingle & concept writing)

- How to draft Compelling Copy (Techniques Used) ○
Critique & Class Discussion With Examples

Class 6 – INSTITUTIONALIZATION: DEPARTMENTS, DISCIPLINES & FUNCTIONS (Part 2)

- ✓ **Account Management & Client Servicing** ○
The Role of Client Servicing
 - Rules of Managing a Client
- ✓ **Visual Storytelling & Design** ○ General
Design Fundamentals ○ Getting Familiar
with Image Aesthetics
 - Examples & Class Discussion
- ✓ **Auxiliary Functions** ○ PR
 - Media & Monitoring
 - Production

Class 7 – MID PROJECT (AD FEST)

- ✓ Agency Name & Tagline
- ✓ Introduction, Agency Branding & Team Chemistry
- ✓ Creativity at Each Step
- ✓ Team Chemistry / Dynamics

Class 8 – DIGITAL ADVERTISING (Part 1)

- ✓ Creating Content
- ✓ Creative Platforms
- ✓ Platform Guidelines
- ✓ Effective Content Creation
- ✓ User Engagement Techniques
- ✓ Introduction to Diagnostics

Class 9 – DIGITAL ADVERTISING (Part 2)

- ✓ Types of Ads on Digital
- ✓ Global & Local Trends
- ✓ The Digital Audience

SECTION II – STRATEGIC INPUT & CAMPAIGN CREATION

Class 10 – THE BRIEF (part 1)

- ✓ Different Types of Briefs
- ✓ The Main Heads of a Brief (Key Terminologies & Concepts)
- ✓ Sample Brief, Examples & References

Class 11 – THE BRIEF (part 2)

- ✓ The Main Heads of a Brief (Key Terminologies & Concepts)

- ✓ Sample Brief, Examples & References
- ✓ Brand Personality – Class Discussion
- ✓ Designing & Writing a Brief

Class 12 – TARGET MARKET PROFILING

- ✓ TG Profiling Techniques
- ✓ How to Get to Know Your Consumer More
- ✓ It all lies in Defining the Consumer
- ✓ Emerging Consumer Segments

Class 13 – THE BIG IDEA & CAMPAIGN DEVELOPMENT PROCESS

- ✓ What makes a big idea BIG
- ✓ Types of Big Ideas
- ✓ Brainstorming Techniques
- ✓ Creating the Big Idea
- ✓ Selling the Big Idea

CREATING A CAMPAIGN

- ✓ Touch-points & Mediums
- ✓ Thinking & Implementation
- ✓ Eco System & Brand Conversations
- ✓ Designing a 360-degree Campaign

Class 14 – FINAL GROUP PROJECT

- ✓ Presenting the Brief & Campaign of an Assigned Brand
