

APPROVED

VC7910: The Power of Advertising

Course Details	
Course Code:	VC7910
Course Title:	The Power of Advertising APPROVED
Short Title:	
Course Level::	Level 7
Valid From::	2020/2021 Sem 1
Credits::	15
Owner:	Visual Design
Assessment Method:	Achievement
Course Aim	To understand the processes of advertising and its applications

CLO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Create an effective advertising campaign for a chosen topic.
2	Design effective advertising for specific target markets.
3	Demonstrate an appropriate level of professional practice through attendance, group participation, discussions and presentations
Requisites	
<ul style="list-style-type: none"> Pre Requisite: VC6101 (VIB5101), VC6103 (VIB5103) 	

No Examinations
No Other Controlled Assessments
Uncontrolled Assessments
Assessment Type Project (Individual)
Assessment Type Practical Project

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BU8012	Transitional Bachelor of Digital Marketing	1	Programme
DES7000	Associate Degree in Visual Design	1	Programme
DES8000	Bachelor of Visual Design	2	Programme
DES8000	Bachelor of Visual Design	3	Programme
No Code Yet	Bachelor of Visual Design (Updated)	1	Programme