

APPROVED

VC7909: Branding in Advertising

Course Details	
Course Code:	VC7909
Course Title:	Branding in Advertising APPROVED
Short Title:	
Course Level::	Level 7
Valid From::	2018/2019 Sem 1
Credits::	15
Owner:	Visual Design
Assessment Method:	Achievement
Course Aim	This course aims to enhance students' awareness of branding and its use in advertising through local, regional and international context.

CILO	
<i>On Completion of this course, the learner will be able to</i>	
#	Learning Outcome Description
1	Create branding solutions within advertising using a range of routine skills, techniques, practices and materials.
2	Redefine advertising strategies by critically evaluating the variable contexts of branding to meet the local and regional issues
Requisites	
Pre Requisite: VC7201 and VC7910	

No Examinations
No Other Controlled Assessments
Uncontrolled Assessments
Assessment Type Practical Project
Assessment Type Practical Project

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
DES6000	Diploma in Visual Design	2	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
FASO1	FASO1 Film and Animation Studio Option 1	1	Group
VCSO	Visual Design Studio Option	2	Group
VCSO2	Visual Design Studio Option	2	Group