

Summer Study Abroad – Communication for PR and Advertising



Module Overview

In the 21st century, Advertising is still one of the most creative and innovative forms of communication. Creating conversations, empathizing with customers, selling more things. But how can we do it better? How can we get the best out of media both old and new? How can we create work that the public simply can't ignore? From conquering blank sheet of paper phobia to making a TV ad and writing and presenting a full-blown pitch, you will learn and have some fun and games along the way.

Class hours: 75 hours

Non-class hours: 15 hours

Course level: Open

Entry requirements: You should have some prior undergraduate study in social sciences, but do not need to have studied PR or advertising before. This course is perfect for you if you are thinking of further study or professional development in PR or advertising.

Aims

This short course aims to provide an intellectually challenging and stimulating educational experience that will:

- Support your study of PR and advertising as creative communications industries
- Explore personal advertising communication methodology that enables you to examine, interpret, speculate and apply new and innovative approaches to communication
- Create empathetic conversations across all media platforms with customers
- Develop skills to demonstrate knowledge and apply a practical and critical understanding of contemporary issues surrounding PR and advertising communications

Learning Outcomes

- Use a variety of creative and practical skills to analyse communications sources and materials to enable you to complete your studies (Research)
- Examine, interpret and apply evaluative thinking and practice in relation to your chosen study of PR and advertising and related fields (Analysis)
- Demonstrate a practical understanding of contemporary issues in PR and advertising communications and related areas (Subject Knowledge)
- Demonstrate effective visual, oral and written communication skills in the production and presentation of ideas (Communication and Presentation, Technical Competence)

Requirements for Assessment

- Contribution to online course media presence
- Presentation of ideas and concept development

Materials Required

Please bring with you:

- DSLR camera or smartphone with a camera
- Notebook and Pen
- You should also have a Transport for London travel card for getting around London. You may want to wait for the induction session before buying this.

Reading/Resources List

Please note this list is indicative and you won't need to go out and buy any books until you have begun the course.

- Cottrell, S. (2005) Critical thinking skills; developing effective analysis and argument. 2nd ed. Basingstoke: Palgrave MacMillan.
- Diggs-Brown, B. (2013) The PR styleguide; formats for public relations practice. 3rd (international) ed. Connecticut: Wadsworth Cengage Learning
- Levy, S. J. (1999) Brands, consumers, symbols and research. Thousand Oaks, Calif: Sage
- McEwen, W. J. (2005) Married to the brand: why consumers bond with some brands for life. New York: Gallup Press
- Mono (2002) Branding: from brief to finished solution. Crans-Pres-Céligny: Rotovision
- You may also want to have a look at Artefact, an arts and lifestyle magazine and website produced students at London College of Communication. <http://www.artefactmagazine.com/>

Tutors

Claire Lambert (Session 1)

Claire combines teaching at LCC with her role as Creative Head at Maker Studios, a global digital media brand and the original creator network. Since graduating with a degree in Creative Advertising from University College Falmouth she has worked for a range of clients at some of the world's leading creative agencies. In her career so far, she's won a D&AD, BTAA Gold, Cannes Lion and many more awards.

Andy Imrie (Session 2)

Andy combines teaching at LCC with his role as Creative Head and owner of ad agency creativepi. Over the last 30 years he has worked for a range of clients at some of the world's leading creative agencies including Lowes, Euros and JWT. He has also owned 3 of his own agencies. In his a career so far he has won over 50 including gold lions at Cannes, BTA, Creative circle and had numerous entries in D & AD and the One Show.

Ruth Butah

When Ruth isn't working as an Associate Lecturer at LCC she's busy managing marketing communications for Blakes Hotel, a premier, luxury boutique hotel in London. Ruth brings with her loads of PR experience working with some of the biggest names in fashion such as Puma, Barbour, Juicy Couture. At Dolce and Gabbana she had the enviable role of celebrity endorsements and PR Manager.