

Course Code: ADBROAP

Course Title: Broadcast Advertising Production and Management

Course Description:

This course is for hands-on and application of the basic advertising skills, copywriting, advertising market research and advertising brand management. Students will then be taught how everything can be incorporated in broadcast production using university's and standard industry equipment.

Department: Marketing and Advertising

Required text and materials

Moriarty. (2009). Advertising Principles and Practice Eight Edition. New Jersey: Pearson Education.

Other References

Bielak, M. (1995). Television Production Today. Illinois: Contemporary Publishing Group Inc.

Competition Law and Policy OECD. (2013). Competition Issues in Television and Broadcasting.

Fleming, C. (2002). The Radio Handbook Second Edition. London: Routledge London and New York.

UNESCO 2009. (2009). Media Management Manual -A Handbook for television and radio parishioners in countries-in-transition. UNESCO House.

Hausman. (2010). Modern Radio Production Eight Edition. Wadsworth: Cengage Learning.

Millerson, G. (2009). Television Productions 14e. Elsevier.