

Course Syllabus

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| 1. Program of Study | Bachelor of Business Administration Program |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICMK 329 |
| Course Title | Advertising and Graphic Design |
| 3. Number of Credits | 4 (Lecture/Lab/Self-Study) (4-0-8) |
| 4. Prerequisite(s) | ICMB 221 |
| 5. Type of Course | Elective Course |
| 6. Trimester / Academic Year | First, Second, Third Trimester/2007-2008 |
| 7. Course Conditions | 20-40 students |
| 8. Course Description | Overview of advertising and graphic design, development of ideas in advertising, computer graphic design skills necessary in marketing communication, multimedia, printmaking, editorial design, photography, typography, and information graphics. |
| 9. Course Objective(s) | After successful completion of this course, students will be able to |
| | 9.1 Understand the development process of advertising and its impact on marketing and financial aspects. |
| | 9.2 Gain in-depth understanding into the design using computer software to explore imaginative solution to design problem. |
| | 9.3 Plan advertising layout, develop advertising messages, and execute advertising art effectively. |

10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Advertising and Communication Process	4	0	8	NUT
2	Basic Concepts on Digital Photography	4	0	8	NUT
3	The Organization in Advertising; People, Agency, and Supplier	4	0	8	NUT
4	Components of Great Advertising and Creative Process	4	0	8	NUT
5	Designing Print Advertising	4	0	8	NUT
6	Midterm Examination	4	0	8	NUT
7	The Psychological Impact in Print Advertising; use of color and visual	4	0	8	NUT
8	Creating a Visual Package	4	0	8	NUT
9	Format for Print Advertising	4	0	8	NUT
10	Print Production Process and Technology	4	0	8	NUT
11	Computer Graphic Design	4	0	8	NUT
	Total	44	0	88	

11. Teaching Method(s)

Combination of class lecture and case discussion
Special Topic from experienced guest lecturers

12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,
News clipping and selections from popular marketing and business literature

13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability in understanding the development process of advertising and its impact on marketing and financial aspects.

- 13.2 The ability in gaining in-depth understanding into the design using computer software to explore imaginative solution to design problem.
- 13.3 The ability in planning advertising layout, developing advertising messages, and executing advertising art effectively.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm	30%
2. Final	30%
3. Design Project	20%
4. Advertising Development	20%

14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference(s)

Arens, W. F. (2005). **Contemporary Advertising**, 10th Edition, McGraw Hill.

16. Instructor(s)

Natthaboon Pornrattanacharoen

17. Course Coordinator

Program Director of Marketing Major

