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In class versus out of class

- The 4 Ps of learning

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Preparation



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Presence



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Participation



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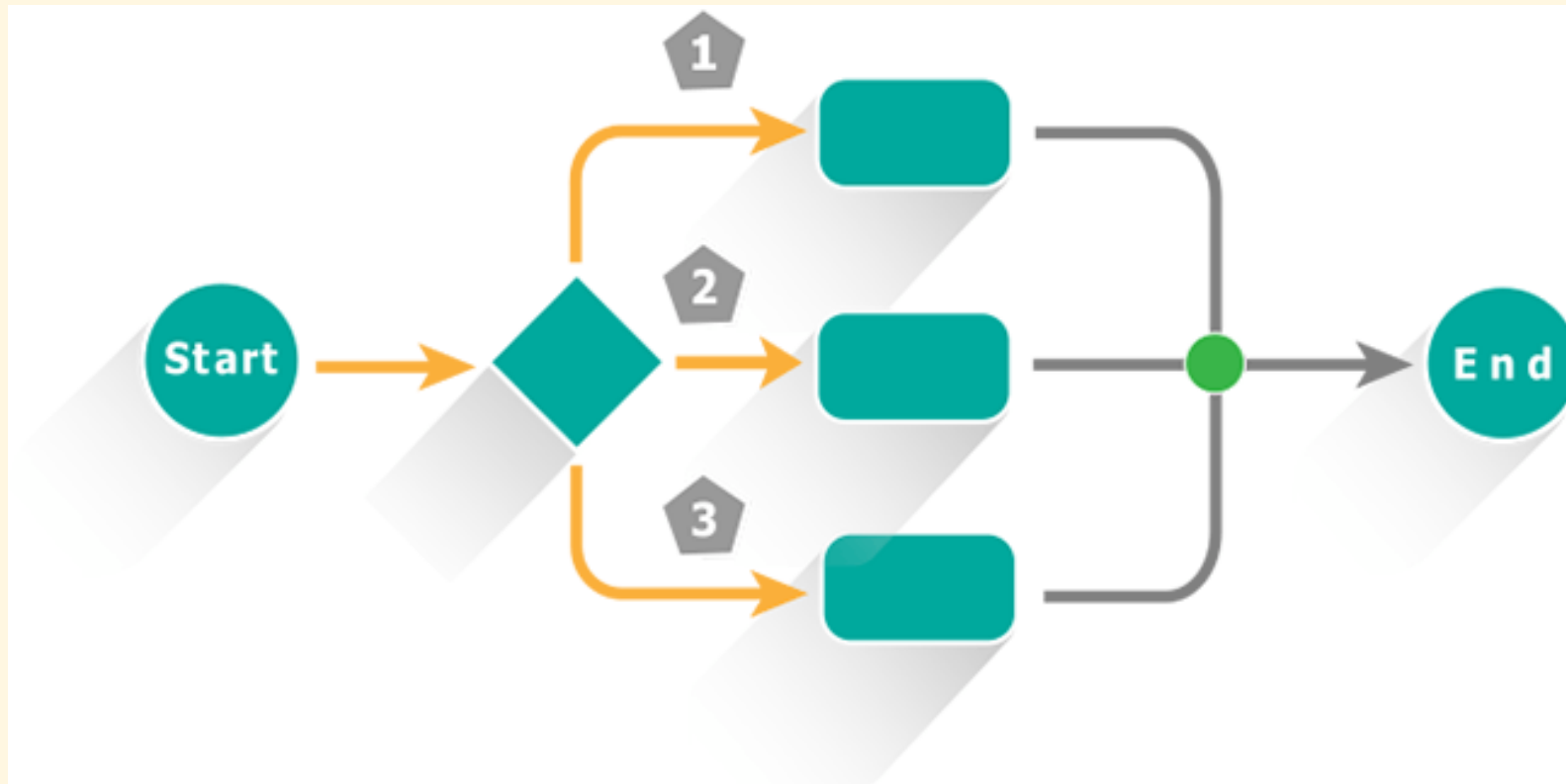
Performance



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Understanding process



Understanding value



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Understanding exchange



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Understanding feedforward

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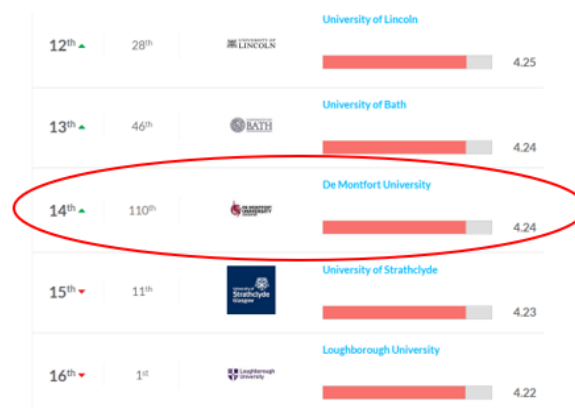
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The study guide



MARK3003 Campaign Planning 2022/2023

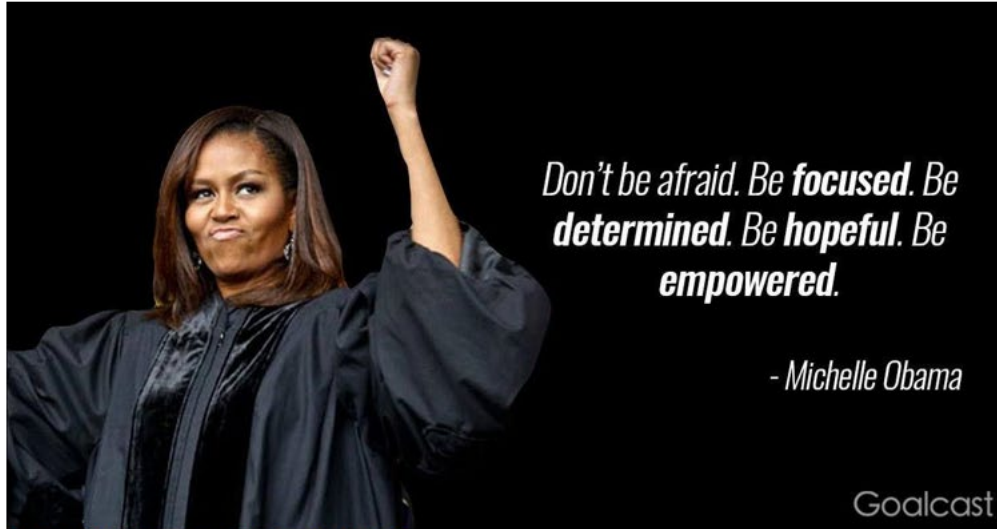
Module Study Guide



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Visibility



<https://imgur.com/gallery/ZKuETq6>

Inclusivity

Here are what some of last year's students said:



Jennie Bradly.

My advice for the module would be to work closely with Roger throughout the year, asking as many questions as possible in order to maximise your grades. No question is a stupid question and don't be afraid to be as creative as possible! Good Luck!

Netra Nareshkumar.

Campaign Planning was one of my more enjoyable modules due to the creativity aspect of it. I really enjoyed working on the second assignment where we created 2 posters for a chosen brief. Some advice I would give for future Campaign Planning students is to make use of the weekly 2 hour seminars as they are extremely helpful towards the assignments and you are able to ask the teacher any questions. [Also](#) Roger told us he replied to his emails extremely quickly, which I didn't believe until I emailed him and he replied so fast which was helpful especially during stressful times.





Lauren Whalley. The Campaign Planning module is great, and really helps you learn how to think in a more creative way. My main advice for making the most of the campaign planning module would be to use and keep on top of the workbook for both assignments. It's a really useful way to keep organised and stop yourself from falling behind. Once you start writing the assignments, you'll be really thankful if you've done the weekly tasks. I'd also say just make the most of asking questions. Everyone always says it but whenever you think of something or just need some help, email Roger. He's great at responding quickly and is always keen to help whenever he can.

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Order

So, every week you should do the following:

-  Each week you need to attend the seminar in which we'll be doing largely practical activities and in the second semester you'll also have time to work on your creative ideas.
-  Complete the activity in the Workbook and post it to the relevant MS Forms submission. No new submissions will be looked at after week 9. In week 10 you'll have receive some formative feedback (otherwise known as feed-forward) to help you with your first assignment. In the second semester use the activities as milestones to guide you on what you should be doing and by when as this will help you in class. You'll have the opportunity to submit your ideas for poster 1 in week 21 and feedback will be given in week 23. You should be regularly discussing your work and your ideas with Roger in the seminars, advice hours and in Adtopia (see below). **All the activities relate to the assessment.**
-  You must attend the live seminar (check your timetable) every week. **You must email me if you are unable to attend.**
-  When you see this icon there will be a creative consideration which requires you to do something. It's important to engage as these will help you to develop useful skills.

5 Ad Topia

Adtopia is a meeting place where, every Wednesday from 10-11, you can come and chat about anything to do with advertising, including the assignment. You can also meet friends there anytime and explore. Just paste this link <https://topia.io/adtopia-free-rofcpt73r> into your browser and get started.

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Direction



Workbook

Answer the workbook question about media strategy and bring it to the class to be signed off. You need to think about the media your brand used for its campaign. Who watches, listens to, reads or views that media (audiences)? What was the budget? What were the objectives? How successful was the campaign and how was success measured?



Attend the seminar

Come to the seminar with something to say. Media strategy is as important as message in many respects. Clever use of media can maximise the use of your budget.



Creative consideration

What media do you consume? When, where and how do you consume it? Be specific. Think about when you are most likely to see and respond to advertising.

Assessment tip: Start with media, if you can't find specific spend find out how much the media itself would cost. Can't find objectives, then look at what the campaign is trying to achieve. Can't find success measures, then think about how you might measure success. For example, if it's a social media campaign look at comments, likes, shares etc. Make sure you compare the figures with competitors and with previous campaigns to provide a context.

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Write a brief for the campaign of your own brand that includes all the D&AD briefs as you're going to have to [make a decision](#) by January as to which one you are going to use for your second assignment. Look at how they're composed.



Attend the seminar

We'll be looking at types of ads, motivations in advertising and how to tell stories.



Creative considerations

Take the campaign you've been looking at and try to work out what kind of appeal it was using and how it created the appeal.

Assessment tip: Be logical. The brand is what it is, but there are a million ways to say the same thing (hyperbole).

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Complete the task. Remember this is about *campaignability*, the ease with which the same or a similar proposition can be made in a large number of ways that remain thematically connected. The ideas should be memorable, repeatable and versatile.



Creative consideration

Submit your workbook in class for formative feedback (feedforward) which will be given back to you in class next week.



Attend the seminar

We'll be looking at ways to develop creative ideas.

Assessment tip: Make sure you look at the grading criteria for the assessment, which is in the assessment tab on Blackboard.



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Week 10 (week commencing 5th December) Choosing a D&AD brief



<https://www.dandad.org/en/d-ad-what-winning-a-pencil-means-new-blood-advice/>



Look at the slides for week 10 on Blackboard and listen to the MP3. This week's input relates to assessment 2:

This assignment requires you to choose one of the D&AD briefs available in the D&AD folder and create two A2 posters based on this brief. The first poster will cover the creative journey from the initial brief to the idea final creative execution and must include reference to one theoretical aspect of persuasion that is directly related. The second poster will contain up to 12 visual responses that may include a mixture of images and text depending on the media being covered.



Resilience domain 5:

Collaboration

People who work together always get more done.

<https://scienceview.mit.edu/article/in-search-of-the-collaboration-cement-spot/>

Week 11 (week commencing 12th December) Assessment 1 Workshop



<https://www.thedrum.com/news/2018/07/26/dor-vs-indr-nike-s-nothing-but-a-kindness-leads-trademark-battle-with-sir>



There are no slides or audio for this week. Now is the time to ask questions to help you do as well as possible.

Careers ideas
The Careers Team are available right up until Christmas. So if you haven't been able to job search, are getting knocked back by rejection letters from employers or still don't know where to start you can email them via BAcareers@dmu.ac.uk or use [MyGutGroup](#).

Assessment 1 – Campaign Analysis Report/CIM The Pitch

1 What is the current state of the market?

2 What does the current advertising indicate about your chosen brands positioning and how is this achieved?

Have a great break, take time off and try to relax a little.
See you in the new year.



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Support

Careers ideas

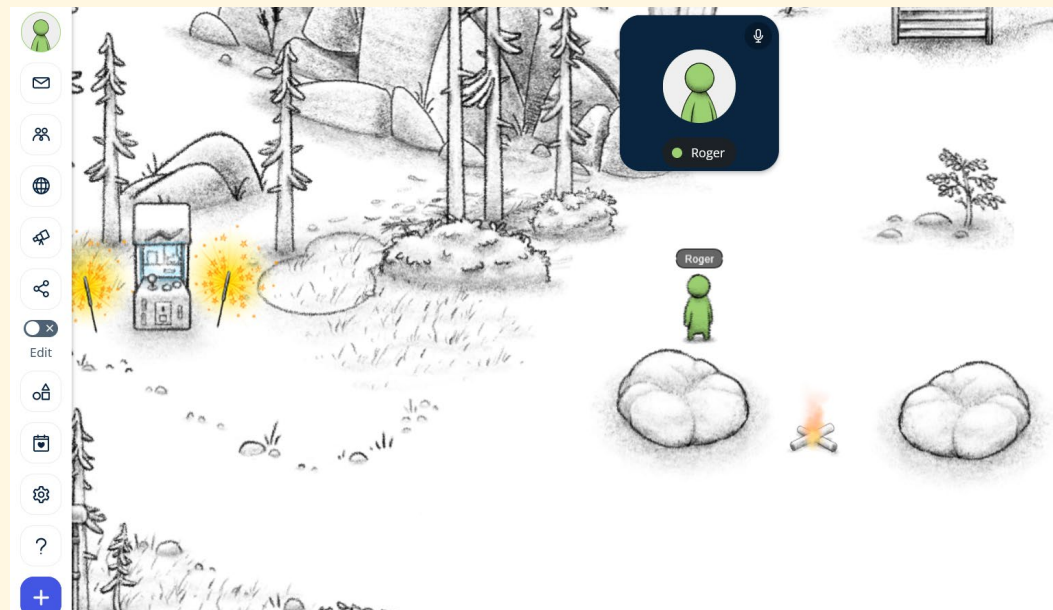
Have you found your dream graduate role but you haven't updated your CV? [Book on](#) to a CV session or get your CV checked via [CV360](#) an automated CV checker. The Bal Careers Team are available Monday to Friday to support you, contact them at BALCareers@dmu.ac.uk to get your CV checked.



Resilience domain 1:
Health

<https://www.dmu.ac.uk/healthy/index.aspx>

Assessment tip: Choose a brand that is well known, widely used and for which there is a lot of information. Find out the name of the campaign, or the ads within the campaign and use these as search terms. Campaign, The Drum, Brand Republic and Marketing Week are all good sources of information, but there are plenty of others. If you're not sure, email me with the link.



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Thank you

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