6.2 | Year Two Units

Title	**Promotional Media Communications**
Location in Course	**Year Two | Unit One**
Credit Rating	20
Level of Study	5
Contact Hours	http://mycontacthours.arts.local/

Introduction

Contemporary promotional culture has developed a wide range of tactics to identify and prioritise its consumers. This unit focuses on the economic, political and social contexts against which these developments have taken place alongside a detailed case study. The unit considers the importance for the development of promotional cultures of the shift from Fordism to post-Fordism, and the rise of consumer culture. It looks in detail at the technological and media context in which promotional organisations and activities are situated considering in particular the emergence of the database as the key technology for marketing strategies in the digital era.

As a central case study the unit explores the rise of branding, both as a discrete industry and as a 'meta-industry' that is increasingly incorporated into a range of companies and organisations. The unit will consider this in relation to questions of intellectual property rights amongst other legal mechanisms that make contemporary promotional techniques possible. Companies increasingly need to use 'cultural' or 'aesthetic' components in order to make their products appealing and profitable, and the unit will ask how they attempt to restrict the circulation of their imagery and iconography in order to make sure that only they are able to derive profit from it and what the implications of this are for 'public culture'.

The unit also contains a practical dimension, whereby students will be invited to provide a creative response to a brief set in connection with an aspect of promotional cultures within the contemporary media and communications industry.

Indicative Content

- The rise of promotional culture and the publicity industries;
- Design/packaging/colour;
- Brands and branding;
- Consumption in the age of social media;
- Audience research methods;
- Producing visual media output;
- Recording and editing sound and moving image;
- Sound and digital image manipulation;
- Storyboarding/script development.

Learning Outcomes

On completion of this unit you will be able to:

- Understand and apply critical theory and analysis to the social, political and economic contexts relevant to contemporary promotional cultures and their communications strategies **(Subject Knowledge); (Analysis);**
- Develop a critical understanding of the applications of audience research and apply the results of that research within the theoretical parameters of the subject **(Research); (Subject Knowledge);**
- Understand the centrality of visual culture in contemporary promotional cutlures and generate ideas through the command of specialist knowledge and technical skills to produce a practice-led project **(Subject Knowledge); (Technical Competence);**
- Demonstrate an ability to communicate ideas and arguments in academic forms appropriate to your discipline **(Communication and Presentation);**

For more information about Learning Outcomes, go to **section 2.1: Course Aims** and Outcomes and **Marking criteria website (student version)** http://www.arts.ac.uk/media/arts/study-at-ual/academic-regulations/UG-Marking-Criteria-Matrix-with-Letter-Grades.pdf

Assessment Requirements

The assessment for this unit is weighted. In element-based assessment, you must achieve at least an E grade in each element, and an aggregate grade of at least D- in the overall unit. Failure (F, or F-), or non-submission in any element defaults to Fail for the unit.

An elemental assessment comprising:

- 1 x 2000 word essay **(50% weighting of unit mark)**
- 1 x practice-based project with a 1000-word reflective report **(50% weighting of unit mark)**

For more information about how your assignments are marked, please go to **section 4.0:** Assessment Strategy, particularly holistic and element assessment. You will also receive an assignment brief, which will give you more detail.

Teaching and Learning Methods

- Workshops
- Lectures
- Project tutorials

Essential Reading

Arvidsson, A. (2006) *Brands: Meaning and Value in Media Culture*. London: Routledge.

Berger, A. S. (2004) *Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society*, Oxford: Rowman & Littlefield

De Chernatony, L. (2010) *From Brand Vision to Brand Evaluation*, 3rd ed, London: Elsevier/Butterworth-Heinemann

Moor, L. (2007) *The Rise of Brands.* Oxford: Berg.

Further Reading

Helfer, L. (2011) *Human Rights and intellectual Property: Mapping the Global Interface*. Cambridge: Cambridge University Press.

Lash, S & Lury, C. (2007) *Global Culture Industry.*Cambridge: Polity.

Lury, C. (2004) *Brands: the Logos of the Global Economy.* London: Routledge.

May, C. and Sell, S. (2005) *Intellectual Property Rights: A Critical History*. Lynne Rienner.

Mertha, A. (2005) *The Politics of Piracy: Intellectual Property in Contemporary China*, Ithaca: Cornell University Press.

Slater, D.& Tonkiss, F. (2001) *Market Society*. Cambridge: Polity.

Stafford, M. et al. eds. (2005) *Advertising, Promotion and New Media*. London: M. E. Sharpe.

Turow, J. (2006) *Niche Envy: Marketing Discrimination in the Digital Age*. London: MIT Press.

Marking Criteria
Marking criteria website (student version) http://www.arts.ac.uk/media/arts/study-at-ual/academic-regulations/UG-Marking-Criteria-Matrix-with-Letter-Grades.pdf

Using the Library
The Library Services web pages aim to provide quick access to a range of relevant high quality e-resources
http://www.arts.ac.uk/study-at-ual/library-services/

Harvard Referencing
The Harvard Referencing Style on Cite Them Right Online is the standard for all UAL taught courses.

Cite Them Right Online can be accessed via the Library Services database A-Z list:
http://arts.ac.libguides.com/az.php