

## **Applied Learning (Senior Secondary Level)**

### **2020-22 Cohort**

#### **Learning and Teaching**

**Subject Title** : **Creative Advertising**  
**Area of Studies** : **Media and Communication**  
**Course Provider** : **School of Continuing and Professional Education,  
City University of Hong Kong**

In Creative Advertising, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in advertising and related industries.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. case studies and video appreciation to explain the theories and practices of the advertising and related industries) and eye-opening opportunities to experience the complexity of the context (e.g. sharing by practitioners and visits to advertising agencies to broaden students' exposure and enhance their understanding of the workplace requirement of the industry).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. design creative advertisements, such as a print, a short film and a web banner, to attract and impress target audience).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. case analysis to identify the needs and wants of target audience for promoting products or services). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. design and launch an advertising campaign for near-authentic clients, such as public services and Non-Government Organisations (NGO), arts and entertainment, leisure and sports, and commerce and industry).

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#### Curriculum Pillars of Applied Learning in Context – Creative Advertising

Upon completion of the subject, students should be able to achieve the following learning outcomes:

- explain the basic theories and practices of creative advertising;
- appreciate and respect the legal and ethical obligations of creative advertising;
- communicate effectively with target audience through written, oral, audio-visual and online media;
- explain the essence of an effective creative advertising campaign;
- analyse and consider different advertising campaigns, anticipate problems and make adjustment to achieve desired results
- develop interpersonal skills and team spirit through practical and integrated advertising projects; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the subject, students have different learning opportunities, for example:

#### **1. Career-related Competencies**

- understand the legal and ethical obligations of advertising industry;
- identify and consider different needs and wants of key publics and target audience ;
- analyse themes of communication and affecting factors, suggest advertising proposals;
- develop skills to communicate effectively through written, oral, audio-visual, print and online media; and
- Integrate theories and practices of advertising through projects.

#### **2. Foundation Skills**

- exchange opinions through discussions, oral presentations, reporting, group projects, visits and sharing with professionals and instructors in guest talks;
- design surveys, analyse and present statistical data collected from various sources; and
- research and organise information using the Internet, and produce creative media expressions to achieve communication results.

#### **3. Thinking Skills**

- understand the impact of technology, globalisation, culture, demography and human behaviour on media phenomena and expressions;
- analyse and consider different advertising campaigns, anticipate problems and make adjustment to achieve desired results; and
- identify and analyse the needs and wants of different key publics and target audience, recognise opportunities and options, visualise consequences, and communicate the desired messages through media.

**4. People Skills**

- recognise personal strengths and weaknesses through practising different duties in a project team;
- develop self-management by setting personal targets and schedules, and evaluating progress; and
- demonstrate inter-personal and collaboration skills by working as a team to achieve desired advertising results, handling internal conflicts and differences, and accommodating new ideas.

**5. Values and Attitudes**

- develop honesty and integrity through observing the legal and ethical obligations of advertising, and creating positive impact on society with media;
- develop a professional attitude of working independently and under pressure to meet deadlines, a sense of responsibility, sensitivity and appreciation of creative expressions in advertising; and
- develop positive attitudes, including self-motivation in learning, self-confidence, self-esteem and respect for diverse opinions.