

COM3411: INTERACTIVE ADVERTISING

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Interactive Advertising

Subject Code

COM - Media and Communication

Course Number

3411

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to discover the principles and skills of interactive advertising for the Internet, digital television, mobile phones and other new media outlets. It integrates communication theory, audience research, technical infrastructure

and creative aesthetics into the design, execution, and evaluation of interactive advertising campaigns. Students will examine how the interactive advertising industry is evolving with the new media technologies and address a wide variety of interactive advertising topics through a practical and theoretical framework. Additionally, students will create projects of interactive advertising through hands-on use of various creative/business applications and techniques.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Develop effective interactive advertising campaigns appropriate for the needs and budget of given organizations	20		x	x
2	Design relevant themes, slogans, icons, and other key elements of the above interactive advertising messages	40	x	x	x
3	Analyze relevant media plans, based on audience research data, to implement the above interactive advertising campaigns	20	x	x	
4	Apply web analytics to monitor the execution and evaluate the effectiveness of the above interactive advertising campaigns	20	x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Lectures	Lectures on principles, strategies, and techniques of interactive advertising	1, 2, 3	2 hours/ week x 10
2	Tutorials	Tutorials on media design, media planning, and execution and evaluation	1, 2, 3, 4	1 hour/ week x 8
3	exercises	Exercises on audience research data analysis	3	1 hour/ week x 2
4	Case studies	Case studies on successful and failed interactive campaigns	1, 3, 4	1 hour/ week x 6

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Campaign plan on the conceptual, operational, and evaluation of an interactive advertising application	1	20	
2	Creative design portfolio of the campaign messages	2	40	
3	Media plan on the selection and justification of appropriate outlet(s) for the campaign	3	20	
4	Execution report on the deployment and effectiveness of the campaign	4	20	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Interactive campaign plan

Criterion

CAPACITY to INCORPERATE new media features (e.g., interactivity) in campaign design

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Creative design portfolio

Criterion

ABILITY to DESIGN simple, interactive webpage or applications for advertising or marketing purposes

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Interactive media plan

Criterion

ABILITY to PERFORM audience research and IDENTIFY appropriate interactive strategies

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Execution report

Criterion

CAPACITY to critically EVALUATE the effectiveness of interactive campaigns

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Additional Information for AR

Campaign plan:

- Clear identification of the needs, strengths and challenges of the given organization;
- Focused discussion of campaign objectives;
- Specific description of overall strategies and key tactics of the advertising campaign;
- Adequate justification of use of interactive advertising for the campaign.

Message design:

- Originality underlying the creative messages;
- Useful friendly interface;
- Coherence among theme, slogan, icons, text, and audio/visual elements of the messages.

Media plan:

- Clear identification of appropriate interactive media outlets for the campaign;
- Specific description of the placement, duration and other arrangements of the chosen media;
- Detailed justification of the selection of the media outlets;
- Accurate calculation of the media expenditure involved.

Execution report:

- Adequate introduction to the analytics methodology used;
- Detailed description of advertising exposure data;
- Careful evaluation of the effectiveness of the campaign in light of the stated objectives;
- Specific recommendations for immediate and future actions.

Part III Other Information**Keyword Syllabus**

Interactive technologies, website advertising, search engine optimization, blogging advertising, Email advertising, E-magazine advertising, digital TV advertising, mobile phone advertising, display advertising, web analytics, audience interactivity, creative design, regulations and ethics

Reading List**Compulsory Readings**

	Title
1	Gillin, P. (2007). <i>The New Influencers: A Marketer's Guide to the New Social Media</i> . Quill Driver Books
2	Gordin, S. (1999). <i>Permission Marketing</i> . Simon & Schuster.
3	Plummer, J., S. Rappaport, T. Hall, & R. Barocci (2007). <i>The online advertising playbook: Proven strategies and tested tactics from the Advertising Research Foundation</i> . John Wiley & Sons.
4	Kaushik, A. (2007). <i>Web Analytics: An Hour a Day</i> . Sybex.
5	Scott, D. M. (2007). <i>The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly</i> . Wiley.
6	Wertime, K & I. Fenwick (2008). <i>Digimarketing: The Essential Guide to New Media & Digital Marketing</i> . Jone Wiley & Sons.
7	Wiedemann, J. (Ed.) (2007). <i>Advertising now. online</i> . Tsachen.

8	Vollmer, C., & G. Precourt. (2008). Always on: Advertising, Marketing, and Media in an Era of Consumer Control. McGraw-Hill
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Additional Readings

	Title
1	Hong Kong Internet Project (HKIP)
2	China Internet Network Information Center (CNNIC)
3	Asian-Pacific Internet Research Alliance (APIRA)
4	Journal of Interactive Advertising (JIA)
5	Center for Interactive Advertising at University of Texas-Austin
6	Internet Advertising Bureau of UK (IABUK)
7	Dynamic Logic Consulting