

Assessment Brief

Unit and Assessment Details

Course Title:	HND Business
Unit Number:	18
Unit Title:	Advertising & Promotion
Assessor:	Mr. Bilal Ahmad
Internal Verifier:	Centre Head
Assessment Title:	Art and Science of Advertising
Assessment Method:	Report, Viva and TVC (<i>Project CD/ DVD/ Youtube</i>)
Assessing in:	Individually
Number of Words:	3000
Outcomes Covered:	1,2, 3, & 4
Issue Date:	14 th May, 2012
Pre-Submission Date(s):	Mondays & Tuesdays (<i>Before Due Date</i>)
Viva Date:	27 ^h June, 2012
Due Date:	27 th June, 2012

Statement of authenticity

College No.	Learner Name	Learner Signature
<i>Learner's Declaration: I confirm that the work submitted for this assignment is my own.</i>		
	<i>Date</i>	

Outcomes Covered

Outcome No.	Description
1	Explore the scope of marketing communications
2	Investigate the role and importance of advertising
3	Assess the role of below-the-line techniques and how they are used
4	Prepare an integrated promotional strategy

NOTE: Attach this page as first page of your report and the remaining pages at the end of your report.

Purpose

Student using their observation skills and secondary data techniques will justify how advertising stimulates consumers' responses. The purpose of this assignment is to educate student about promotional techniques and is asked to document findings in a report. Student is also required to prepare a 30 seconds AD.

Please Read the following notes before attempting any tasks;

- Provide brief responses to the theoretical tasks
- Commentary without proper citations and referencing will result in **F (Fail)** grade
- Books, articles and journals should be the main sources; online sources are allowed up to 15%

Marketing Communications

Tasks

- Briefly explain the parties involved in communication process and discuss their role as how they are related to each other. *(Discuss it with reference to Pakistani context) (1.1)*
- Identify and comment on new trends in Pakistani ads (Print, TV, Online) of the companies listed below; (Provide one example each from Print, TV and Online for all the firms) *(1.2)*
 - PTCL <http://ptcl.com.pk/>
 - Habib Bank Limited referred to as HBL Pakistan <http://www.hbl.com/>
 - Engro Foods Limited <http://www.engrofoods.com/>
- Use HoE (Hierarchy of Effects) Model for assessing the impact of following campaigns on consumer behavior; you are required to assess the print ads. Make sure to document some background research as to how and why companies developed specific print ads *(1.3)*
 - This Sab Keh Do Day, don't let anything stop you from saying it all!
 - Legends of Arabia
 - Go United
 - Saving Face, Inspiring lives
 - 100 scholarships have been awarded. Are you next?

Legends of ARABIA

Pizza Hut

Inspired by traditional Arab recipes, Pizza Hut presents 3 new Arabian pizzas, prepared with delicious sauces and chicken. For a perfect start to your Arabian journey, begin with our Arabian starters and Platter. Enjoy the ultimate taste of Arabia!

Arabic Platter

Shish Taouk

Arabic Supreme

Shawarma Supreme

HOT LINE
111 241 241

For Dine-In, Delivery & Take Away
www.Facebook.com/PizzaHutPak

ZONG
Say it all

GO UNITED

A once-in-a-lifetime chance
to see Manchester United LIVE...in the heart of Old Trafford!

How you can get there:

- Get your Zong - **United SIM**
- Recharge **Rs. 100** or more
- Enter **GO UNITED** Lucky Draw
- 40** guaranteed winners
- Free return tickets** to Manchester
- 2 night** complimentary stay
- Free ticket to a Manchester United match at Old Trafford

MANCHESTER UNITED

Dial 310 for more information or visit your nearest Customer Service Center
CMPak Ltd | 111-222-111 | www.manutd.zong.com.pk
Using 300% without proper documentation is a crime - FIA
10,000,000 on usage and 10% 300% on recharge full recharge. Terms & Conditions apply



SAVING FACE, **Inspiring** lives

Congratulations Sharmeen Obaid-Chinoy on winning Pakistan's 1st Oscar.

www.facebook.com/lipton



A sip of inspiration



BE DDB

Edwardes College

100 اسکالرشپس دی جا چکی ہیں اب آپ کی باری ہے!

قسمت کے سنارے *Fair & Lovely*

اسکالرشپ پروگرام 2006، ان لڑکیوں کے لئے ہے
جو پورے کرنا چاہتی ہیں اپنے خواب۔۔۔ بدلنا جانتی ہیں اپنی تقدیر۔

Fair & Lovely اسکالرشپ پروگرام کی ٹیم آرہی ہے
سندھ، پنجاب، سرحد اور بلوچستان کے 250 کالجز میں۔

ایک لاکھ تین لاکھ پچاس ہزار اور ان 100 خوش نصیب لڑکیوں میں
شامل ہو جائیں جن کی قسمت بدلنے والی ہے۔

Apply کرنے کی آخری تاریخ 30 اکتوبر 2006

معلومات کے لئے مفت کال کریں:

0800-13000

www.falscholarship.com

Fair & Lovely

قسمت کے سنارے

اسکالرشپ پروگرام
2006





100 scholarships have been awarded
Are YOU next?

Will you look back at life and say,
"I wish I had" or "I am glad I did"?

Now is the time to achieve your dream

Fair & Lovely **Kismat & Sitara**

Scholarship Program 2004 is here to give
100 determined women a chance to get their
education and change their destinies.
The *Fair & Lovely* team is on its way to more than
200 colleges in Sindh, Punjab, N.W.F.P and
Balochistan, with application forms for a
brighter future.

Last date for application submission is
October 30, 2004

Call free for information:
0800-13000
www.falscholarship.com

Fair & Lovely
Kismat & Sitara
P.O. Box 100
Scholarship Program
2004

Edwardes College Peshawar

Advertising

Tasks

- Design **print advertisements** (one each for following situations) and discuss how it will influence consumer/audience attitudes (2.1, 2.2)
 1. HND Admissions of Edwardes College in Fashion Design
 2. Ella Morris (HND Business Student) or a student who is known to your tutor; happens to be your best friend, who is competing for presidency of Edwardes Student Council
- Discuss the role of various departments in an ad agency. How many ad agencies are working in the country at present? Identify the major departments of **two** ad agencies working in Pakistan. You will have to identify **three** ads/campaigns designed by the agency. (2.3)

Below-The-Line Techniques

Tasks

- Briefly discuss BTL techniques. (3.1)
- How companies are using BTL techniques in Peshawar. (Give at least 20 examples) (3.2)
- Recommend the use of individual techniques in following situations; (3.2)
 - Engro Foods (OLPER'S Milk) promoting daily milk usage
 - PTCL offering new DSL Packages with low rates
 - HBL Pakistan promoting use of HBL Credit Card

Promotion Strategy

Tasks

- Explain the principles and process of campaign management (4.1)
- As a marketing manager for Engro Foods (FMCG company), you are introducing a new yogurt ice cream brand. (4.2)
 - Identify what needs it will satisfy
 - Name your product and decide a slogan
 - Design appropriate product packaging
 - Identify and justify the trends in advertising that you will use
 - Specify who are your competitors
 - Explain how the competitors are designing their advertising (also, what media they are using for promotion)
 - Identify the media (TV, radio, Internet, Print, etc) you are planning to select for your product. (4.2)
 - Present promotion recommendations in the form of a Promotion Plan (4.3)
 - Develop a 30 seconds TVC keeping in mind the current trends. (Decide ad copy, jingle, models, props, location etc.) (4.2)
 - Suggest appropriate measures for assessing campaign effectiveness. (4.4)
 - Conduct a demo of the ad to a group of target customers, record their responses and report your conclusions (4.4)

Required Evidence

1. Report
 - Your report should show significant data collection and research. Work that you present must be your own
 - Your report should be approximately 3000 words and you are likely to be penalized if it exceeds 3500 words. If you feel it is essential to include detailed information, put it in an appendix and refer to this appendix in the text. Your sources of information should be clearly identified)
2. Project DVD of TVC
3. Viva Performance

Notes to Students

- The Assignment should have a cover page that has assignment title, assignment number, course title, unit title, lecturer / tutor name and student's name.
- Attach all the pages of assignment brief with your report
- Ensure that statement of authenticity has been **signed**
- Contents sheet with a list of all headings and page numbers
- Use 12 point Arial or Times New Roman font
- Your assignment should be word-processed and should not exceed 3000 words in length. Exhibits / appendices are outside this limit
- Use the Harvard Referencing System
- All work should be comprehensively referenced and all sources must be acknowledged fully. This includes books & journals used as well websites visited. Details such as page numbers, publishers and publication year should also be stated, in addition to the name of the author(s) and publication. Books, articles and journals should be the main sources; online sources are allowed up to 15%
- Pages should be numbered (bottom right hand corner)
- Spell-check the document and read thoroughly for grammatical errors
- 1.5 line spacing is preferred

Required Resources

1. Advertising, Principles and Practice, (William Wells, John Burnett, Sandra Moriarty) 6th ed.
2. Advertising Excellence by David, Bovee
3. Advertising & Promotion, An integrated Marketing Communications Perspective, 6th ed.
4. Marketing Management (Philip Kotler)

Plagiarism Policy

The college has strict penalty for plagiarism and the assignment will be cancelled if the assignment is observed for this.

The definition and scope of plagiarism are presented below:

Plagiarism occurs when a student misrepresents, as his/her own work, the work, written or otherwise, of any other person (including another student) or of any institution. Examples of forms of plagiarism include:

- The verbatim (word for word) copying of another's work without appropriate and correctly presented acknowledgement;
- The close paraphrasing of another's work by simply changing a few words or altering the order of presentation, without appropriate and correctly presented acknowledgement;
- Unacknowledged quotation of phrases from another's work;
- The deliberate and detailed presentation of another's concept as one's own.

All types of work submitted by students are covered by this definition, including, written work, diagrams, designs, engineering drawings and pictures.

General Instructions

- Books and online resources can be accessed at the College Library and Central Computer Lab
- Visits need to be arranged and made to the organizations. For meeting the respective managers, the college will provide a reference letter for the project and the manager of the organization is welcome to contact the administration at the college

Grading Statement (For Report)**Pass**

LOC-01	Explore the scope of marketing communications
1.1	explain the structure, role and relationships between parties in the communications industry
1.2	identify current trends in advertising and promotion and evaluate their impact
1.3	use models to assess the impact of advertising and promotion on customer behavior

LOC-02	Investigate the role and importance of advertising
2.1	explain and demonstrate how advertising can be designed to differentiate, remind, inform and persuade
2.2	evaluate appropriate uses and applications for advertising in two given situations
2.3	evaluate the role, organisation and functions of agencies in the advertising process

LOC-03	Assess the role of below-the-line techniques and how they are used
3.1	differentiate between the characteristics and objectives of the various below-the-line promotional techniques
3.2	recommend the use of individual techniques in two commercial situations

LOC-04	Prepare an integrated promotional strategy
4.1	explain the principles and process of campaign management
4.2	combine appropriate techniques into an integrated and cost-effective campaign
4.3	present promotion recommendations in the form of a promotion plan
4.4	suggest appropriate measures for assessing campaign effectiveness

Merit

M1: Identify and apply strategies to find appropriate solutions (complex problems with more than one variable have been explored)
M2- select and apply appropriate techniques (a range of sources of information has been used and complex data has been synthesized and processed)
M3- Present and communicate appropriate findings (a range of methods of presentation have been used and technical language has been accurately used)

Distinction

D1- Use critical reflection to evaluate own work and justify valid conclusions (conclusions have been arrived at through synthesis of ideas and have been justified)
D2- Take responsibility for managing and organizing activities (Independence has been demonstrated, project has been planned, managed and organized)
D3- Demonstrate creative thinking (generation of ideas, self evaluation, creative problem solving, dealing unfamiliar contexts)

Feedback to Learner

Criteria	Feedback to learner (Evidence presented against the published criteria)	Achieved Y/N?
		Y/N
		Y/N
		Y/N
		Y/N
		Y/N
		Y/N
		Y/N
		Y/N
		Y/N
		Y/N
General comments		

Assessor signature	Date
Internal Verifier signature	Date