



Boston University Study Abroad London

Boston University Study Abroad London Advertising in the UK COM CM 334 (*Elective A*)

Course Description

COM CM 334 focuses on London's stellar reputation for creative and production excellence; examines how the advertising is shaped by a consumer culture that is anti-being-sold-to, irreverent and irony-modulated, and emphasizes the way deifying research risks diluting creative.

Overview

Why study UK advertising?

London is home to the largest marcoms holding company WPP: parent of global ad agencies Ogilvy, Grey, JWT and Young & Rubicam and international media behemoths MediaCom, Mindshare and MEC.

It is 'pound for pound the most creative market in the world' – David Droga on why his New York agency's foothold in Europe had to be London. Miami-based The Community opens in London 'as we thought how we wanted to expand internationally, London was always in our plans'

From BBH to adam&eveDDB to Mother, London agencies have consistently won shelf loads of precious metal at Cannes and other international awards festivals.

A London agency BMP DDB pioneered the account planning function.

The biggest brand name in the firmament of adland is Saatchi. From a boutique start-up to, twenty-three years on, the biggest agency in the world.

British directors have operated in a culture viewing a commercial as a micro-movie rather than a selling vehicle long before the currency of branded video content [indeed when Chiat Day were looking for a director for Apple's '1984' the agency's view was only a Brit could bring the necessary filmic quality to the anthem – that director was (Sir) Ridley Scott]

The UK lays claim to be one of the most advanced digital markets with on-line share of advertising now over half of all adspend.

CM 334 will provide a set of wider horizons to the practice, delivery, and consumption of advertising, benefiting – by complementation and perspective enlargement -advertising, marketing, and commercial communications courses.

However, 'Advertising in the UK' is, too, a stand-alone course: it should prove [as indeed it historically has] at worst reasonably, at best profitably manageable, and instructive by those coming on-board from other disciplines.

Course Objectives

The rationale for incorporating the Aesthetic and Philosophy Hub Areas into COM CM 334 is logically respectable but, possibly, surprising. Which is to be expected; if philosophical inquiry and creative discourse can't surprise then their credentials are surely wanting.

Hub Learning Outcomes

1] Aesthetic Exploration

Outcome 1: Students will demonstrate knowledge of notable works in literature and/or the arts, including the cultural contexts in which those works were created, and be able to identify their ongoing significance and relevance.

To provide accelerated familiarisation with British advertising and consumer culture and within this context to deliver an appreciation of the strategy and execution of campaigns awarded for their outstanding - and often high risk- creative.

Outcome 2: Students will demonstrate the reasoning skills and vocabulary necessary to interpret a work of art [literature, music, visual arts, etc.,]

(1) To appreciate - by exploration and assessment - the relationship between ad-creative & art-creative; then to understand how an ad can fall under various cultural concepts – saliently of an art entity kind - and how an artwork can be interpreted as advertising. (2) To appreciate that while common to both is engaging an audience to pay attention to an idea not all advertising is art.

Outcome 3: Students will produce evaluative, analytical, or creative works that demonstrate an understanding of the characteristics – such as genres, modes, styles, and cultural history – of at least one literary or artistic medium.

To be able to distinguish and compare the factors – the briefs, the codes & regulations, the research and, tellingly, the consumer’s antipathy to radical change - informing the creative.

2] Philosophical Interpretations and Life’s Meanings

Outcome 1: Students will demonstrate knowledge of notable works in philosophical thought, make meaningful connections among them, and be able to relate those works to their own lives and those of others.

To provide fast-track familiarity with the problem of inductive reasoning and how it affects research in general, in particular testing advertising proposals.

Outcome 2: Students will demonstrate the reasoning skills and possess the vocabulary to reflect upon significant philosophical questions such as what constitutes a good life, right action, meaningful activity, knowledge, truth, or a just society.

To inculcate philosophical acumen vis-à-vis the perception of events such as: a campaign or single ad takes off, goes viral against all expectations; another, researched every which way, tanks.

Additional Course Objectives

- 1 To provide conversancy with leading British agencies: full-service, boutique/a la carte, content production, digital, media buying & planning, implementation; to enable students to get the most, in advance, of their work placements in London.
- 2 To enable students to identify the differences and similarities between UK and US consumer culture.
- 3 To produce a critical understanding of the grammar of media planning and the message/creative characteristics of UK specific above- and through-the-line media, from broadcast TV to Digital Out-of-Home to On-Line/Programmatic.

Grade	Honour Points	Usual %
A	4.0	93-100
A-	3.7	89-92
B+	3.3	85-88
B	3.0	81-84
B-	2.7	77-80
C+	2.3	73-76
C	2.0	69-72
C-	1.7	65-68
D	1.0	60-64
F	0.0	Unmarked

Grading Criteria

‘Incomplete’ or **I** grades are not permitted because of the obvious difficulty in making up missed work once the student has left the country. All work must be completed on time. We also do not allow **‘Audits’** (AU), **‘Withdrawals’** (W), or **‘Pass/Fail’** (P) grades.

The grades reflect the quality of the work. Lecturers and students should use the following criteria for an understanding of what each grade means.

A This exceptional grade is assigned only to work that has persistently outstanding quality in both substance and presentation. The student must demonstrate a sustained capacity for independent thought and extensive study, producing rigorous and convincing analyses in well-ordered prose.

A- Awarded to work that is clearly focused and analytical and based on wide reading. The student must cover all the principal points of a question and systematically develop a persuasive overall thesis, allowing for one or two venial omissions or inapt expressions.

B+, B, B- This range of grades indicates that the student has shown some evidence of original thought and intellectual initiative. The student has cited sources beyond the class materials and shown a degree of originality in perception and/or approach to the subject. The work will show thoughtful management of material, and a good grasp of the issues. The differences between a B+, a straight B and a B- may reflect poor presentation of the material, or mistakes in punctuation, spelling, and grammar.

C+, C, C- Work in this grade range is satisfactory, but uninspiring. If the work is simply a recitation of the class materials or discussions and shows no sign of genuine intellectual engagement with the issues, it cannot deserve a higher grade. Should an essay fail to provide a clear answer to the question as set, or argue a position coherently, the grade will fall within this range.

Quality of presentation can lift such work into the upper levels of this grade range. Work of this quality which is poorly presented, and riddled with errors in grammar, spelling, and punctuation, will fall into the lower end of the range. To earn a C grade, the work must demonstrate that the student is familiar with the primary course material, be written well enough to be readily understood, be relevant to the assignment, and, of course, be the student’s own work except where properly cited.

D A marginal pass can be given where some but not all the elements of the course have been completed satisfactorily.

F The failing grade indicates the work is seriously flawed in one or more ways:

- Obvious lack of familiarity with the material
- So poorly written as to defy understanding
- So brief and insubstantial that it fails to properly address the subject
- Material presented is not relevant to the assignment

- Demonstrates evidence of plagiarism (see following section in Academic Conduct Code)

Please refer to the Academic Handbook for detailed grading criteria and policies on plagiarism. This can be accessed via Blackboard Learn: <http://learn.bu.edu>

** Final Grades are subject to deductions by the Academic Affairs Office due to unauthorised absences.*

Attendance Policies

Classes

All Boston University London Programme students are expected to attend every class session, seminar, and field trip to fulfil the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

Authorised Absence:

The Authorised Absence Approval Request Form is available through the Academic Affairs section of the BU London Personal Page: <https://fm.bu-london.co.uk/fmi/webd/>

Please note: Submitting an Authorised Absence Approval Request Form does not guarantee an authorised absence

Students who expect in advance to be absent from any class should notify a member of Academic Affairs and complete an Authorised Absence Approval Request Form ten working days in advance of the class date.

Students may apply for an authorised absence only under the following circumstances:

- **Illness (first day of sickness):** If a student is too ill to attend class, the student must notify Academic Affairs as soon as possible by submitting an Authorised Absence Approval Request Form in advance of the class. If it is the student's first absence of the semester (from any class) a doctor's note is not required.
- **Illness (multiple days):** If a student is missing more than one class day due to illness, the student must complete an Authorised Absence Approval Request Form and a sick note from a local doctor excusing their absence from class. Once well enough, the student will need to meet with Academic Affairs.
- Important placement event that clashes with a class (verified by internship supervisor).
- Special circumstances which have been approved by the Directors (see note below).

The Directors will only in the most extreme cases allow students to leave the programme early or for a significant break.

Unauthorised Absence:

Any student to miss a class due to an unauthorised absence will receive a **4% grade penalty** to their final grade for the course whose class was missed.

This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with Academic Affairs to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Religious Holidays

Boston University's Office of the University Registrar states:

'The University, in scheduling classes on religious holidays and observances, intends that students observing those traditions be given ample opportunity to make up work. Faculty members who wish to observe religious holidays will arrange for another faculty member to meet their classes or for cancelled classes to be rescheduled.'

Special Accommodations

Each student will need to contact the Disability & Access Services to request accommodations for the semester they are abroad. Students are advised by BU-DAS not to expect the same accommodations as they receive on campus.

BU London can only uphold special accommodations if we have received the appropriate documentation from the BU-DAS. We cannot accept letters from other universities/centres.

All disabilities need to be known to the DAS in Boston if they are to be used as a reason for requiring a change in conditions, i.e., reduced internship hours or special accommodations for the internship schedule.

Lateness

Students arriving more than 15 minutes after the posted class start time will be marked as late. Any student with irregular class attendance (more than two late arrivals to class) will be required to meet with the Academic Affairs and if the lateness continues, may have their final grade penalised.