



Date of Commencement: 18 July 2011

Duration: 4 months

Day: Mondays

Time: 7.00pm – 9.30pm

Venue: IACT College

Registration Fees: RM200 per participant

Course Fess: RM850 per participant

HRDF Training Grant: SBL



A general view of the advertising business, its origins and place in the society, the way it is organised, controlled and how it works in practice. The course will also cover the roles of advertisers, advertising agencies, media owners and professional bodies and principles regarding rules and regulations governing the advertising industry. Comparisons will be made with similar rules and regulations in other countries.

Objectives:

Upon completion of this course, participants will:

- understand the fundamentals for effective advertising.
- have knowledge of the roles of advertisers, advertising agencies, media owners, professional bodies.
- understand the creative, media and production procedures involved.
- comprehend the principles governing the advertising trade.
- understand the legal aspects and voluntary controls.

Contents:

- Composition of the Advertising Industry
- How Advertising Adds Value to A Brand
- Different Types of Advertising
- Advertising Briefing System
- Creating Great Ideas
- Consumer Purchasing Cycle
- Made-in-Malaysia Ruling
- Pressure Group Activity Related to Advertising - Consumer Organisations & Environment Activism
- Major Social Trends that are Influencing the Malaysian Laws and Code on Advertising

Suitable for individuals who require a basic foundation in advertising