

The First Six Weeks

		Topic	Reading	/ Comments
January	Week 1	January 21	Introduction	
		January 23	Advert Overview	Chapter 1&3
January	Week 2	January 28	Advertising as a piece of IMC	
		January 30	Pieces of Advertising	Chapter 2&4
February	Week 3	February 04	Targeting Advertising	
		February 06	Understanding the audience	5
February	Week 4	February 11	Research and Planning	
		February 13	Research and Planning	6
February	Week 5	February 18	Traditional Advertising Media	
		February 20	New Advertising Media	7
February	Week 6	February 25	Review	
		February 27	Test	