If you have suggested additions, or you find that some links are not working, please email [resourcelist@fess.ie](mailto:resourcelist@fess.ie)

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| **Minor Award Name** | Advertising |
| **Minor Award Code** | 5N0748 |
| **Level** | Level 5 |

**Suggested resources to support delivery:**

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| --- | --- | --- | --- | --- |
| **Theme/Topic** | **Type** | **Relevance** | **Author/Source** | **Web Link** |
| History of Advertising  in 60 seconds | Video - Short Infographic | Essential & relevant to content | YouTube | <https://youtu.be/7d3VAYGnXjY> |
| Sell & Spin - History of Advertising Documentary | Video - Documentary | Essential & relevant to content | Vimeo | <https://vimeo.com/95813029> |
| Directory of Irish Agencies | Website | Essential & relevant to content | IAPI | <http://iapi.ie/members/directory.html> |
| Case studies of commercial TV in the UK, in all its forms – broadcast, on-demand and interactive | Website case studies | Essential & relevant to content | Thinkbox | <http://www.thinkbox.tv/case-studies/> |
| UK TV ad gallery | Website Gallery | Essential & relevant to content | Thinkbox | <http://www.thinkbox.tv/tv-ad-galleries/> |
| Planning an Advertising campaign | Graphic | Essential & relevant to content | Class connection | <https://classconnection.s3.amazonaws.com/164/flashcards/1427164/png/picture21336253926648.png> |
| Six universal Principles of Persuasion | Video – Short Animation | Essential & relevant to content | Cialdini & Martin | <https://youtu.be/cFdCzN7RYbw> |
| The Art of Rhetoric: Persuasive Techniques in Advertising | Video – Short | Essential & relevant to content | Daniel Kuglich | <https://youtu.be/FeCz5fy02JE> |
| Samples of Advertising Techniques | Video – Short | Essential & relevant to content | Samntion55 | <https://youtu.be/NdLsQcYyAcc> |
| Introduction to Branding | Video - Short | Essential & relevant to content | The Financial Brand | <https://youtu.be/k5016fh7TgQ> |
| How to design a logo | Video - Short | Essential & relevant to content | Karen Kavett | <https://youtu.be/Vmilq3KDJio> |
| What makes a good logo? | Article | Essential & relevant to content | Just Creative | <http://justcreative.com/2009/07/27/what-makes-a-good-logo> |
| History of logo design | Article | Essential & relevant to content | Logoorange.com | <http://www.logoorange.com/logodesign-A.php> |
| Logo Case Study - WWF | Article – Case Study | Essential & relevant to content | Logodesignlove.com | <http://www.logodesignlove.com/world-wildlife-fund> |
| Copywriting - 10 tips on writing by David Ogilvy | Presentation | Essential & relevant to content | David Ogilvy & www.prezly.com | <http://www.slideshare.net/prezly/10-tips-for-writingbydavidogilvy> |
| How to be Creative | Video - Short | Essential & relevant to content | PBD Digital Studies | <https://youtu.be/weIQIthC3Ks> |
| Design Process I | Infographic | Essential & relevant to content | Paper Leaf | <http://paper-leaf.com/wp-content/uploads/2011/05/process2560.jpg> |
| Design Process II | Infographic | Essential & relevant to content | Libby Cooper | <https://ljcooperecu1103.files.wordpress.com/2012/10/methl1.gif> |
| 10 Commandments of Visual Communication | Infographic | Essential & relevant to content | Design Taxi | <http://editorial.designtaxi.com/news-visualcomm14112014/big.png> |
| Guest Speaker - Sir John Hegarty: Advertising Legend | Video - Long | Essential & relevant to content | Creative Mornings HQ | <https://youtu.be/BHvGEJtcvrM> |
| Market Research | Case studies | Essential & relevant to content | Competition and Consumer Protection Commission. | <http://www.ccpc.ie/research-advocacy/consumer-research/market-research> |
| The Advertising Standards Authority for Ireland – ASAI Code | Website | Essential & relevant to content | ASAI | <http://www.asai.ie> |
| Citizens Information – Consumer Rights | Website | Essential & relevant to content | Citizens information Board | <http://www.citizensinformation.ie/en/consumer_affairs/consumer_protection/consumer_rights/advertising_standards_authority_for_ireland.html> |
| An Introduction to the Study of Semiotics | Video | Essential & relevant to content | Digitmatt | <https://www.youtube.com/watch?v=rEgxTKUP_WI> |
| ADFX awards - Irish Advertising Awards | Case studies | Essential & relevant to content | ADFX awards | <http://adfx.ie/databank/> |
| BBC Advertising Compendium | Case studies | Essential & relevant to content | BBC | <http://advertising.bbcworldwide.com/home/casestudies> |
| Ethics & Advertising | Presentation | Essential & relevant to content | Slideshare user f098 | <http://www.slideshare.net/f098/ethical-issues-in-advertising> |
| I am creative | Resources, gallery & toolkits for teaching advertising | Essential & relevant to content | Ideas Foundation | <http://www.iamcreative.org.uk/resources/teacher/34> |
| Advertising and Promotion in Real Time | Ebook | Essential & relevant to content | Saylor | <http://www.saylor.org/site/textbooks/Launch!%20Advertising%20and%20Promotion%20in%20Real%20Time.pdf> |
| Essentials of Advertising & Marketing | Utunes Course | Recommended & relevant to content | W.P. Carey School of Business Arizona State University | <https://itunes.apple.com/us/itunes-u/essentials-advertising-marketing/id383721203?mt=10> |

**Useful Organisations:**

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| **Name** | **Contact Information** |
| Institute for Advertising Practitioners in Ireland | <http://iapi.ie> |
| Thinkbox | <http://www.thinkbox.tv> |
| Competition and Consumer Protection Commission. | <http://www.ccpc.ie> |
| ADFX awards | <http://adfx.ie> |
| BBC Advertising | <http://advertising.bbcworldwide.com/home/casestudies> |
| Media Street | <http://www.mediastreet.ie/en/businesses/filter-category/advertising> |
| The Irish Times - Top 1000 | <http://www.top1000.ie/industries/media-and-marketing> |
| The Advertising Standards Authority for Ireland | <http://www.asai.ie> |
| Citizens Information | <http://www.citizensinformation.ie> |
| Advertising Standards Authority (UK) | <http://www.asa.org.uk> |
| Marketing and advertising: the law (UK) | <https://www.gov.uk/marketing-advertising-law/overview> |
| Advertising Age (USA) | <http://adage.com> |

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| **MOOCs (Massive Online Open Courses)** | |
| General MOOC Information & Courses  Advertising MOOCs | What is a MOOC?  <https://www.youtube.com/watch?v=eW3gMGqcZQc>  <https://www.mooc-list.com/>  <https://www.mooc-list.com/>  <https://www.coursera.org/>  <https://www.udemy.com/>  <http://www.extension.harvard.edu/open-learning-initiative>  <https://www.uclaextension.edu/pages/search.aspx?c=free+courses>  <http://oyc.yale.edu/>  <https://www.class-central.com/mooc/1004/open2study-online-advertising>  Explore the evolution of online advertising from the beginnings of the Web, and how it has developed into a major sector of the multi-billion dollar advertising industry.  <https://legacy.saylor.org/bus306/Intro/>  BUS306: Advertising and Promotion - The purpose of this course is to lead students in an exploration of fundamental advertising principles and the role advertising plays in the promotional mix. |