

**Project Proposal form**

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**Learner Name** \_\_\_\_\_

**Learner number** \_\_\_\_\_

**Centre Name** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Teacher Assessor** \_\_\_\_\_

**Date** 9/3/18

**Unit** P301

**Proposed project title** What makes an effective advertising campaign nowadays?

**Section One: Title, objective, responsibilities**

Title or working title of project (in the form of a question, commission or design brief)

What makes an effective advertising campaign nowadays?

Project objectives (eg, what is the question you want to answer? What do you want to learn how to do? What do you want to find out?):

In my project I want to analyse advertising campaigns and see which factors appear to make the most effective adverts, I want to do this by looking at examples such as Donald Trump's presidential campaign and how these campaigns have been successful or unsuccessful and what common things occur in multiple campaigns, also looking at the increased use of social media's impact and importance of branding in advertising. I want to find out if there are certain common denominators and how many adverts are continuing to succeed and adapt to up and coming new technologies and the use of modern technology including what forms of advertising seem most effective for different things and objectives, I want to learn to analyse an advert and investigate what makes it effective or ineffective and improve research skills. How important is it to have part of your advertising on social media, how do you create an effective advertising campaign? Will firms get left behind and lose profit if they don't advertise by use of social media? I would like to learn how to construct a bibliography and create citations.

**Section Two: Reasons for choosing this project**

Reasons for choosing the project (eg, links to other subjects you are studying, personal interest, future plans, knowledge/skills you want to improve, why the topic is important):

Mainly I want to look into this because it's a personal interest, marketing and advertising both interest me and the topics don't come up in my A-Level subjects, I want to discover more about it. I will maybe look at its economic impact, use of different languages/international brand, I'm interested in marketing or

advertising and current issues such as social media (young people already spend a long time on social media, will it have a negative impact because they'll spend more time looking at adverts) as I cannot study this in my subjects I thought it would be a good idea to combine the two and find out more. Advertising is a very current topic in society because it uses many different forms of communication which is extremely important in a world with technological advances and new ways to communicate especially taking into account social media and applications such as facebook which are more readily used to advertise now.

**Section Three: Activities and timescales**

	How long this will take:
<p>Activities to be carried out during the project (eg, research, development and analysis of ideas, writing, data collection, numerical analysis, rehearsal techniques, production meetings, production of final outcome, administration, evaluation, preparing for the presentation, etc):</p>	
<p><b>Planning and researching around the proposed title</b>-Initially researching areas of interest around the topic and looking further into what I may want to talk about and planning how to approach the chosen question</p>	8 hours
<p><b>Write an introduction</b>-Introducing my topic and chosen questions, talking about why I want to look into it and talking about what I will find out</p>	8 hours
<p><b>Write Literature Review</b>-This is a longer section of my project, I will research and collate information about the topic, I will also select valid and reliable sources talking about theories of advertising and looking at points that specifically make adverts effective and evaluate them. Essentially developing my question</p>	17 hours
<p><b>Write Discussion</b>-Longest and most time consuming part of the project, I will collate all my ideas and things I have found out in my literature review and discuss examples of adverts or campaigns and ultimately decide on key factors to answer the question.</p>	22 hours
<p><b>Write the abstract</b>-This involves talking about exactly what I find out in the project and is placed before the introduction</p>	6 hours
<p><b>Write Conclusion</b>-I will collate all ideas talked about throughout the project including from the literature review and discussion and summarise/talk about the points that i concluded to be answering the question.</p>	8 hours

<b>Write Evaluation</b> -Mentioning everything I have done in the project, including what I would do differently and what I have learn	7 hours
<b>Preparing for the presentation</b>	3 hours

Milestone one: Project Proposal	29 <sup>th</sup> Jan 2018
Milestone two: 1500 words of research	28 <sup>th</sup> Feb 2018
Milestone three: Research review	19 <sup>th</sup> March 2018
Milestone four: First draft discussion /development	22 <sup>nd</sup> June 2018
Milestone five: First draft whole project	29 <sup>th</sup> Oct 2018

**Section Four: Resources**

What resources will you need for your research, write up and presentation (eg, libraries, books, journals, equipment, rehearsal space, technology and equipment, venue, physical resources, finance):

I will need to look at journals from people such as Kaitlin Woodburn and John Powers also books such as ‘Zag” and a variety of websites such as wikipedia or some more specialized advertising ones for my literature review and discussion

What your areas of research will cover?

I will cover what advertising is, the different forms and types, how important branding is in the literature view and then go on to look at case study examples, key features of effective adverts, how we can measure if an advert is effective or not in my discussion.

**Comments and agreement from tutor-assessor**

Is the learner taking this project as part of the Diploma? Yes/No

If yes, which Diploma are they taking? \_\_\_\_\_

Comments (optional):

Is project derived from work which has been/will be submitted for another qualification? Yes/No

Which qualification (title and unit)? \_\_\_\_\_

Comments (optional):

I confirm that the project is not work which has been or will be submitted for another qualification and is appropriate.

Agreed: (name) (date)

**Comments and agreement from project proposal checker**

Comments (optional):

I confirm that the project is appropriate.

Agreed: (name) (date)