MGT133

ADVERTISING

3 Credit Hours

Prepared by:
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BUSINESS DIVISION
Dr. Keck, Dean
MGT133 ADVERTISING

I. CATALOG DESCRIPTION
   A. Prerequisite: None
   B. 3 semester hours credit
   C. Advertising is a survey study of the advertising industry in relation to our economy. The student will explore advertising's impact on buying habits, communication styles, and media usage. (F,S)

II. EXPECTED LEARNING OUTCOMES / ASSESSMENT MEASURES

| Students will be able to evaluate media and methods used in promotional and institutional advertising. | In-class exercises, quizzes on which students demonstrate their understanding of various methods of advertising. |
| Students will be able to identify research methods in advertising to maximize advertisements’ effectiveness | In-class exercises, quizzes on which students demonstrate their understanding of various methods of advertising’s effectiveness |
| Students will be able to identify consumer motivation, wants and needs, and coordinate these wants and needs with the approach in advertising. | In-class exercises, quizzes on which students demonstrate their understanding of customers wants and needs when creating an advertisement. |
| Students will be able to explain the importance of advertising within the marketing mix. | In-class exercises, quizzes on which students demonstrate their understanding of the marketing mix. |
| Students will be able to explain what makes advertising effective | In-class exercises, quizzes on which students demonstrate their understanding of what makes advertising effective. |
| Students will be able to explain the relationship between marketing, sales and advertising. | In-class exercises, quizzes on which students demonstrate their understanding of the difference between marketing, sales, and advertising. |
| Students will be able to allocate an advertising budget in the local area supported with an objective, strategy, and tactics. | In-class exercises, quizzes on which students demonstrate their understanding of an advertisements objective, strategy, and tactics. |
| Students will be able to create a display advertisement for a product/service given to them at midterm. | In-class exercises, quizzes and project on which students demonstrate their understanding of what makes an advertisement effective. |
III. COURSE OUTLINE WITH UNIT OBJECTIVES

A PASSION FOR THE BUSINESS
A. Introduction to Advertising
   1. What Is Advertising?
   2. Roles and Types of Advertising
   3. Key Players
   4. Development of Advertising
   5. Current Developments
B. Advertising’s Rose in Marketing
   1. What is Marketing
   2. The Key Players
   3. How Agencies Work with Their Clients
   4. Current Development in Marketing
C. Advertising and Society
   1. What is Advertising’s Role in Society?
   2. Why and How is Advertising Regulated?
   3. What Guides Ethical Behavior?

PRINCIPLE: STRATEGY IS CREATIVE. TOO

D. How Advertising Works
   1. How Does Advertising Work?
   2. How Advertising Works as Communication
   3. The Effects Behind Advertising Effectiveness
   4. New Approach: The Facets Model of Effects
   5. The Power of Brand Communication

E. The Consumer Audience
   1. How Does Consumer Behavior Work?
   2. Influences on Consumer Decisions
   3. The Consumer Decision Process
   4. Segmenting and Targeting
   5. What is Behavioral Targeting?

F. Strategic Research
   1. The Quest for Intelligent and Insight
2. Research Methods Used in Advertising
3. Research Trends and Challenges

G. Strategic Planning
1. Strategic Planning
2. Campaign Plan
3. Account Planning: What Is It?
4. Planning for IMC

PRACTICE: WHERE ARE MEDIA HEADING?

H. Media Basics and Print Media
1. Media Basics
2. Print Media Characteristics
3. Newspaper Basics
4. Magazine Basics
5. Directory Advertising
6. Out-of-Home Advertising
7. Packaging
8. Using Print and Out-of-Home Advertising

I. Broadcast Media
1. Broadcast Media
2. Radio
6. Television
7. Other Broadcast Forms
8. Using Broadcast Advertising Effectively

J. Internet and Nontraditional Media
1. Interactive Media: Web 2.0 And You
2. Web as an Advertising Medium
3. Nontraditional Media
9. Internet Media
10. Types of Internet Advertising
11. Online Advertising Effectiveness
12. Broadcast and Interactive Media Strategies

K. The Media Planning Side of Advertising
1. Key Media Planning Decisions
2. Media Strategy Tools and Techniques
3. A Sample Media Plan
4. Media Buying
5. Media Planning Trends

PRINCIPLES: CREATIVITY AND BREAKTHROUGH ADVERTISING

L. The Creative Side and Messages Strategy
   1. The Two Sides of Advertising
   2. Message Planning
   3. Message Strategies
   4. Creative Concepts
   5. Managing Creative Strategy

M. Copywriting
   1. Copywriting: The Language of Advertising
   2. Copywriting For Print
   3. How to Write Radio Copy
   4. How to Write Television Copy
   5. Writing for the Web
   6. Copywriting In A Global Environment

N. Design and Production
   1. Visual communication
   2. Art Direction
   3. The Players
   4. Print Production
   5. Broadcast Production

PRINCIPLES: HOW TO WIN THE BATTLE OF THE BUZZ

O. Direct Response Marketing
   1. The Practice of Direct Marketing
   2. Databases: The Foundation of DM
   3. The Key Players
   4. Tools of Direct Marketing
   5. Integrated Direct Marketing
   6. Global Considerations in Direct Marketing

P. Sales Promotions, Events, and Sponsorships
1. The Practice of Sales Promotions
2. Consumer Promotions
3. Trade Promotions
4. Crossover Promotions
5. Promotion Strategy

Q. Public Relations
1. The Practice of Public Relations
2. Public Relations Planning
3. Public Relations Tools
4. Effectiveness and PR Excellence

R. International Advertising
1. International Business
2. The Evolution of Global Marketing
3. The Global Perspective
4. The Global Debate and Advertising
5. International Management
6. Approaches to the International Advertising Campaign
7. Special International considerations

S. Special Advertising Campaigns
1. IMC and Total Communication
2. Retail Marketing and Advertising
3. Business-to-Business Advertising
4. Nonprofit or Social Marketing
5. International Advertising and Marketing Communication

T. Evaluation of Effectiveness
1. Impact: Does It Work?*
2. Message Evaluation
3. Media Evaluation
4. Evaluating Marketing Communication Campaigns

IV. METHOD OF INSTRUCTION

A. Lecture

B. Class Discussion, In-class Exercises

C. Textbook

D. Projects
E. Presentations

V. REQUIRED TEXTBOOK(S) WITH PUBLICATION INFORMATION


VI. REQUIRED MATERIAL (STUDENT)

Notebook, paper, pencil (creating ads)

VII. SUPPLEMENTAL REFERENCES

Magazine and print ads.

VIII. METHOD OF EVALUATION (BASIS FOR DETERMINING GRADE)

A. Five textbook exams (3 chapters ea.) 100 points
B. One Midterm project ($5,000) 100 points
C. One Final project (Display ad) 200 points
D. Attendance 100 points

XI. ADA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library; phone 636-797-3000 ext. 169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College website)