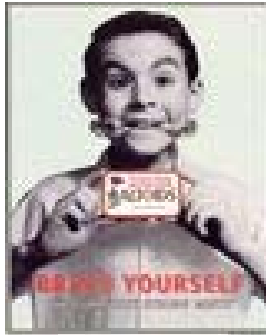


Welcome to:  
*ADVERTISING MANAGEMENT*



*Syllabus Table of Contents*

- I. Specifics
- II. Description & Goals
- III. Schedule
- IV. Format, Policies, Evaluation
- V. Reading List
- VI. Course Agreement

**I. Specifics**

<b>Professor</b>	Dr. Angeline G. Close	<b>Website</b>	<a href="http://faculty.unlv.edu/angeline">http://faculty.unlv.edu/angeline</a>
<b>Office</b>	UNLV College of Business 435 Beam Hall Campus Mail 6010 702. 895.3364 (main) 702.895.5956 (voicemail)	<b>Class Time/ Location</b>	Fall 2010 Tues 7:00-9:45 (MKT 423) BEH 107
<b>Faculty Assistant</b>	Stephanie Aguirre aguirr38@unlv.nevada.edu 421 Beam Hall 702.895.2791	<b>Office Hours</b>	Dr. Close: T, R 4-5:30 & by appointment Faculty Assistant: M, 10-11:30; W 1-2:30

*Prepare yourself to delve into advertising:*

It motors our economy and the Internet;  
 It provides the financial foundation of our mass media system;  
 It has found its way into our movies, onto our clothes and into our facebook, myspace, twitter, and blogs.

Advertising is a continuous visual and verbal background to our existence—providing constant messages from the mavens of market, captains of commercialism,etailers in ecommerce, earls of events, and the lords of leisure. These entities sell not only products and experiences, but frameworks of meaning: notions of what is moral/unjust, luxurious/basic, right/wrong, desirable/inadmissible, dreamable/attainable, normal/perverse, sultry/bleak. Advertising and related markets shape our society and our wallets- at both the conscious and the unconscious level.

## **II. Description & Goals**

**Text:** Advertising and Integrated Brand Promotion, 4<sup>th</sup> ed. By O’Guinn, Allen & Semenik, ISBN 0-324-32015-9; **Optional Supplemental Text:** Controversies in Contemporary Advertising by Sheehan

**Prerequisite(s):** Admission to a business major/minor, C or higher in MKTG 3700, and junior or senior status

### **Course Description:**

This course is an-depth study of the factors important for the development of successful advertising management from a branding perspective. Topics include a situation analysis, selection of target markets, development of objectives, creative guidelines, media selection and scheduling, budgeting, and performance evaluation. It is important to understand the place of advertising in relation to other forms of marketing in our global society in order to ground our business-based understanding of the ad world. Thus, we will study advertising from a branding framework. I will provide a balanced coverage of communication tools - advertising, event marketing, personal selling, sales promotion, sponsorship, direct marketing, point-of-purchase, public relations, and Internet communications. Both a theoretical and managerial approach to advertising components are examined. This is a time demanding, yet exciting class with a commitment to reading and discussion.

### **Goals:**

1. Interactive Learning: We will learn about the concepts needed for a successful report by website examples of advertising and marketing communications.  
Why? The Internet provides an up-to date and real world outlook.
2. New Media: We will build a solid knowledge of netvertising in business-to-consumer business-to-business, and P2P (peer to peer) communication environments.  
Why? Internet advertising/social networking examines the explosive growth of direct marketing and e-commerce.
3. Strategic Orientation: We will study campaigns’ promotion, ad, and communications efforts across all promotional tools rather than using each tool individually.  
Why? Today’s businesses are demanding more accountability for promotional spending. As a result, managers are choosing communication tools, such as brand

promotion and event marketing, whose effects are more directly traceable than advertising.

## II. Schedule\*

*\*subject to minor modifications as announced in class*

### I. ADVERTISING PROCESS

#### **8-24 Advertising Words of Wisdom**

#### ***& Intro to Advertising and Brand Promotion & Integrated Marketing Communications***

Assignment: Have Syllabus read and printed. \*Return syllabus agreement in Class by Tuesday.

Familiarize yourself with [adage.com](http://adage.com) (and follow them on Twitter—highly recommended if you are going for an ad or marketing or biz career)

Read “the ad business” (link on class website)

#### **The Ad Business**

Read Ch. 1

#### **8-31 The Ad Industry & Agency & The Agency in Cyberspace**

Assignment: Return syllabus agreement in Class.

Search through the ad agencies (<http://faculty.unlv.edu/angeline/agencies.htm>) and choose what you think is:

1) the most creative agency, 2) the most strategic agency, and 3) the agency you would most like to work for. Why? Due in class (all assignments are to be typed). Also check out R&R Partners site (largest ad agency in Vegas). They are also on Twitter if you can follow them. Prepare for discussion.

#### **Top Ad Agencies**

Read “Agency Powerhouses” (link on class website)

#### **Ad Agency Powerhouses**

How has the ad agency structure changed?

Read Ch. 2

Begin working on your resume and essay that is due 9-17.

Make arrangements for the class trip next week.

#### **9-7 CLASS TRIP! CLASS MEETS AT 3:00pm at R&R Partners Ad Agency!!!!!!!!!!!!**

900 South Pavilion Center Drive, Las Vegas, NV 89144  
T: 702.228.0222 (We are off of Charleston, across from the Redrock Resort (one block East of the 215). Across the street from Costco, Pei Wei, Agave, etc. - on the corner of S. Pavilion Center Dr. and Park Run. The building is brown and has a vibrant blue trim. The building reads: R&R Partners (real big).

Please use the front doors facing West (facing Pei Wei, Agave, etc.) and wait in the lobby just prior to 3:00. Check out [www.rpartners.com](http://www.rpartners.com)

In lieu of traditional classroom education, we are very honored to receive a private tour and experiential ad agency learning experience from one of the country’s top ad agencies! Home of what happens in Vegas, stays in Vegas! One of the partners, Randy, will be leading us through the inside of an ad agency. You will also be introduced to

Fran, in HR, so it wouldn't hurt to bring your resume. I understand that you may have scheduling conflicts, yet we are excited to go through this agency during working hours. If you can NOT go do to a scheduling conflict that can't be flexible, please email Stephanie by 9-4 at noon with why you can't join the class. If you desire carpool arrangements, or if you have an SUV and can drive, please email Stephanie with details and how many you could drive to and from UNLV. This will be an amazing experience that you won't want to miss! Check out the photos from our previous visit: <http://www.facebook.com/album.php?aid=2059047&id=51103202&l=4d95c8e9e9>

\*\*\*\*\***Assignment:** Convention Marketing Essay Due: *Essay (details below in syllabus) and your resume should be emailed out of courtesy by Monday September 13 to: your professor (angeline.close at unlv. Edu), our grad assistant Stephanie (aguirr38 at unlv.nevada.edu) and importantly to our industry representative Kathi (Email knazario at globalgamingexpo.com).* Note: to avoid email spam bots, I replaced the @ with at in the emails, so make sure to change those in your submission.\*\*\*\*\*

### **9-14 Historic Evolution of Promotion & Advertising Brands & Intro to Campaign Judging Project**

Check out the advertising archives at <http://www.advertisingarchives.co.uk> (link on our site as well)

How has American advertising and branding evolved? Prepare to be called on for discussion on this.

Read Ch. 3

### **9-21 Social Aspects of Advertising & Branding\* (assignment due in class next week) & Campaign Judging Project**

Assignment: Find the most unethical or personally offensive ad you can (any format- DVD, video, print, newspaper, radio spot, photo of billboard or outdoor advertising). Bring this in class, and be prepared to present this ad to the class and discuss three reasons why it is unethical in your opinion (yet not illegal). The ad is to be turned in with a typed page of why it is unethical, and include a suggestion for alternative creative strategy/copy. Then, conclude the paper with thinking: Has an ad ever enticed you to do something termed "hedonic" you ordinarily would not do (i.e., gamble, drink, smoke, etc.)? Has an ad ever enticed you to do something termed "beneficial" you ordinarily would not do (i.e., vote, volunteer, etc.)? Which is easier to entice in us- the good or the bad? How do advertisers use this knowledge in their copywriting/layout strategy? Type a page on this for discussion.

To find the ad, please do not google "unethical ad" because the point is for you to think critically about something YOU believe isn't right. I've done this search and it brings up what others find unethical. For instance, search terms could be violence in video game ads, ads exploiting vulnerable groups (poor, children, teens, elderly,

handicapped), sexual exploitation, alcohol/smoking/gambling etc. The grade is based not on your opinion per se, but how you support your claim with evidence and reasoning. Critically thinking is what I am looking for. A good debate sparked is appreciated.

Read Ch. 4

### **9-28 Ethics & Advertising, Law & Campaign Judging Project**

More information on ad law—check out my overview of [Advertising Laws](http://faculty.unlv.edu/angeline/3710AdvertisingLaws.pdf) at <http://faculty.unlv.edu/angeline/3710AdvertisingLaws.pdf>

After reading up on this, have you been a victim of illegal advertising or branding practices? Have you (maybe unknowingly) committed an advertising or marketing related crime? (yes, the fake Rolex counts...)

#### **& Campaign Judging Project\***

**\*Final Recommendations of Awards from all entries due today in class!**

### **10-5 EXAM 1** (on material up to this point-ad law)

Read Ch. 5

## **II. ADVERTISING PLANNING**

**\*Exam 2 Material Begins Here**

### **10-12 Consumer Behavior & Segmentation Marketing, Positioning, and Value**

Read Ch. 6 & 7

### **10-19 Advertising and Promotion Research**

Read Ch. 8

**Nielsen Peoplemeter** (available on our website, under supplementary lectures)  
& **Ad Planning and Strategy**

In class activity: In a small group (3-4), co-write 3 advertising objectives for a favorite advertiser (at the brand or product/service level). Make sure they meet the requirements of a solid objective as discussed in class.

Read Ch. 9

### **10-26 International Advertising Planning**

Check out some Brazilian ads at <http://www.fnazca.com.br/> (link on our site as well)  
Comparing in the same product category, what are some differences in their ad culture versus American Advertising?

Read Ch. 10

& **Creativity in Advertising**

Read Ch. 11

**\*Extra Credit Opportunity: Learn about event marketing firsthand with field research with me at Red Rock Country Club Las Vegas, NV September 26 – October 3, 2010. We will measure the event satisfaction and Lexus' sponsorship perceptions among attendees of this pro tennis**

***event. Las Vegas is proud to welcome the USTA \$50,000 Women's Pro Circuit Tennis Tournament hosted by Red Rock Country Club. This exciting event will feature international talent and local aspiring female athletes competing for money and precious Sony Ericsson WTA points. The Red Rock Country Club is providing the ultimate venue for the tournament featuring eight championship courts in addition to a beautiful stadium court, all set in the illustrious community of Summerlin. We are proud to help demonstrate the value to Lexus and Red Rock to keep this event and the ensuing economic development in Vegas sports alive. I am very passionate about this! Please consider joining me. I will share more details in class as the event draws nearer.***

**11-2 Message Strategy & Art Direction/Production**

***\*end of material for exam 2***

Read Ch. 12 & 13

**11-9 EXAM 2** (on material up to production/message preparation)

Read Ch. 15

Why do some companies spend \$2.6 million dollars for 30 seconds of Superbowl airtime? (Check out <http://adage.com/SuperBowlBuyers/superbowlhistory07.html>)

### **III. ADVERTISING MESSAGES**

**\* Monday, 11/15 – Thursday, 11/18; Contingent on your essay-Free G2E Four-Day Conference Pass, including access to the exhibit floor and the Advanced Gaming Institute; Admission to a special group session on gaming and hospitality career opportunities held on Thursday 11/18 at 3:00 PM. ; Opportunity to have resumes/CVs made available to G2E Exhibitors and industry professionals for potential internship opportunities!**

**11-16 Media Strategy: Print, TV, & Radio**

**E-advertising Blunders**

Read Ch. 16

***& Advertising and The Internet***

**Netvertising**

Read Ch. 17

**\* Reminder: Admission to a special group session on gaming and hospitality career opportunities held on Thursday 11/18 at 3:00 PM.**

**11-23 Advertainment: Celebrity Advertising and Sponsorships/Event Marketing**

Select and read one of my event marketing studies at

<http://faculty.unlv.edu/angeline/eventmktg.htm>

Be prepared for discussion on event marketing.

Read. Ch. 18

### **11-30 Sales Promotion, Point-of Purchase Advertising**

see <http://www.popai.com/>

Read Ch. 19

Careers in Advertising—Questions & Overview

### **12-7 Comprehensive Final Exam—Emphasis on material post exam 2 8PM-10PM**

## **IV. Format, Policies & Grading**

### **Format of Course-Lecture & Discussions:**

Be prepared for discussion by doing the assigned readings before class begins. Please contribute with insightful questions or comments on the topic at hand. I encourage less lecture, and more rich discussion. Each class we may open with a current topics discussion on the topic of the day (on the syllabus), sparked by your readings on adage.com or any of the advertising sites I provide links to on our class website. I will learn from you as well. Let's have impactful discussions.

**Project: Campaign Judging Project.** We have the honor as serving as reviewers for a prestigious, international advertising campaign competition among some of the advertising industry's finest entertainment advertisers! As you see on the calendar, we will spend the second half of class in September reviewing the multimedia format ad campaigns that are up for a prestigious industry award. Your feedback will be documented in writing for these classes, so it is especially important to be present to contribute on those days. There is also a linked writing and an experiential component to this project. Assuming that you commit to making yourself available to come to the Convention Center to join the Global Gaming Expo anyday from Mon. Nov. 15 to Thursday Nov. 18—with a preference to also attend the private session for students on nov. 18 at 3:00 as well as attending the grand exhibit hall and networking areas. Dress professional and bring your resume. I will have access to making sure you and your registration badges are accounted for and please bring a photo id to registration to pick up your goodie bag and badge.

This project will help you apply the theories and concepts of advertising into the real-world and into convention/event marketing. *Your free pass to the convention/expo is contingent upon writing an essay—due Sept. 13 content to address the following:*

- Why do you want to attend G2E (a large convention)?
- What learning you hope to gain by attending the conference and/or show?
- How you think your attendance will help in pursuit of a career in the gaming or hospitality industry?

Essay will be evaluated on content, organization, format, grammar and spelling.

Essay must be double spaced.

Essay must be typed using 12 point, Times New Roman font.

Essay must be a maximum of two 8 ½ x 11 pages.  
Student resume/CV must be submitted with essay entry.

***This essay and your resume should be emailed out of courtesy by Monday September 13 to: your professor (angeline.close at unlv. Edu), our grad assistant Stephanie (aguirr38 at unlv.nevada.edu) and importantly to our industry representative Kathi (Email knazario at globalgamingexpo.com).*** Note: to avoid email spam bots, I replaced the @ with at in the emails, so make sure to change those in your submission. If this is not received by the deadline of Wed September 15, you will most likely not receive an opportunity to attend the convention and the experience that comes with it. This is a part of your participation, participation and evaluation grade (25% of course total).

### **Policies, Attendance/Participation & Evaluation**

**Policies:** *You are why I am here.* Email is not the best way to discuss course material, as we can better connect in person. I am happy to take time with you during office hours or virtually any time by appt. Assignments must be typed and handed in on the due date in class. They are not accepted late or via email. The University requires following copyright requirements. UNLV policies on religious holidays are followed. UNLV Honor code and copyright policies are intact.

**Attendance/Participation:** Attendance and insightful participation is a crucial part to your learning. If you miss an extensive amount of class, it will be recommended that you not receive course credit unless receiving notice from the university of an extenuating circumstance. The Donald says missing meetings means “You’re fired!” To maximize your participation, focus and share your views *each session* to show that you are prepared just like in the business world. Participation, including the class participation for the campaign judging project is 25% of your grade. Participation can only enhance borderline grades, so come and get ready to speak up on the topic of the day.

#### **Evaluation:**

Project & Course Attendance/Participation (25%)

Exams (3) at 25% each

Total Grade=

93% and higher	A
90 to less than 93	A-
87 to less than 90	B+
83 to less than 87	B
80 to less than 83	B-
77 to less than 80	C+
73 to less than 77	C
70 to less than 73	C-

#### **Exams:**

The exams are mainly multiple choice, yet necessitate critical thinking. The exams may be a mixture of multiple choice, T/F, and essay.

While some questions are definitional, many are application based. I write exams based on readings and class material; thus, it is crucial to be in attendance and to read (before class) to do your best on my exams. My exams may also cover key *concepts* from any supplementary presentations including any guest speakers. The exams are scantron, which I will provide, and I will provide paper for any essay questions. I will give the entire course period for exams. Tests are not given after the sanctioned time nor to a latecomer after an exam is turned in. Missed tests= 0. The final, while heavy on the most recent material, is your ***comprehensive*** assessment.

**Grade Posting:**

Exam grades (along with other relevant course material) will be posted on webcampus.



## Course Agreement

I have accessed the course website, syllabus, and I:

- a) understand what is expected from me in this course
- b) will keep up with course content and do the readings
- c) will use the resources provided on our course website
- d) know when the test dates are and am committed to them
- e) know when the final group presentations are
- f) know that the professor will do her best to meet my expectations (e.g., teach you principles of advertising so that you understand them/don't just memorize them, be professional, serve as a positive role model, be there for you to address your questions, respect you as an equal and a human being) as well.

Name (Print): \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_