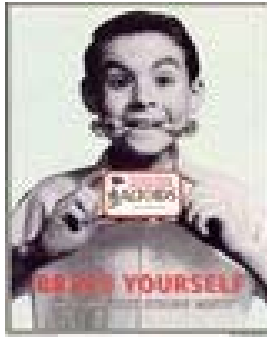


Welcome to MKTG 3710: ADVERTISING



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I. Specifics

Instructor	Angeline Close, Assistant Professor	Email/ Website	http://radar.ngcsu.edu/~agclose Business Website
Time/ Location	A: T, R 11-12:15 B: T, R 2-3:15 NGCSU Rm X019	Offices	N.GA (N): 116 Newton Oakes 706.864.1616 UGA (A): 124 Brooks Hall 706.542.3764
Session	Fall 2005	Office Hrs	T, R: 1-2 (N)

Advertising:

It motors the economy and the Internet;
It provides the financial foundation of our mass media system;
It has found its way into our films, onto our clothing and into our blogs.

Advertising is a continuous visual and verbal backdrop to our being—providing continuous messages from the mavens of market, captains of commercialism, cyborgs in cyberspace, 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, 4th ed. By O’Guinn, Allen & Semenik, ISBN 0-324-32015-9; **Optional Supplemental Text:** Controversies in Contemporary Advertising by Sheehan

Prerequisite(s): MKTG 3700

Course Description:

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. We will study advertising as one part of integrated marketing communications (IMC), through the lens of integrated brand promotion. IMC provides a balanced coverage of many communication tools - advertising, 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 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, whose effects are more directly traceable than advertising.

III. Schedule

August 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

I. PROCESS

**8-16 Intro to Advertising, IMC and Brand Promotion
Angeline's Advertising Crash Course**

Advertising Crash Course

Have Syllabus read and printed. *Return syllabus agreement in Class on 8-18.

Consider Campaign topic (i.e., look for availability materials on that campaign)

Read Ch. 1

8-18 Advertising and IBP

Return syllabus agreement in Class .

Read "the ad business" (link on class website)

The Ad Business

Familiarize yourself with adage.com (link on class website)

Choose Campaign topic

8-23 Advertising and IMC

Read Ch. 2

Assignment: Search through the ad agencies (Page on class website) 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). Prepare for discussion.

Top Ad Agencies

8-25 The Ad Industry & Agency

Read Agency Factpack

Guide to Advertising/IMC

The Agency in Cyberspace

Read "Agency Powerhouses" (link on class website)

Ad Agency Powerhouses

Read Ch. 3

September 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

9-1 Evolution of Promotion

Read Ch. 4

9-6 Social Advertising

Assignment: Find the most unethical ad you can (any format-DVD, video, print, newspaper, radio spot, photo of billboard or outdoor advertising). Bring this in next class, and be prepared to present this ad to the class and discuss the 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 an alternative creative strategy/copy.

9-8 Ethics & Advertising

Think: Has an ad ever enticed you to do something termed "hedonic" you ordinarily would not do (i.e., 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 at least a paragraph on this for discussion.

9-13 Regulations & Advertising Law

9-15 EXAM 1 (on material up to this point-ad law)

Read Ch. 5

***Exam 2 Material Begins Here**

II. PLANNING

9-20 Consumer Behavior & The ELM Model of Persuasion

See Model Diagram Attached to Syllabus (Source: Petty and Cacipico)

9-22 Consumer Behavior & The Meaning of Materialism

Read Ch. 6

9-27 STP Marketing and the Value Proposition

Read Ch. 6

9-29 No Class

Read Ch. 7

October 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

10-4 Advertising Research &: The Nielsen People Meter

[Nielsen Peoplemeter](#)

Last Day to Drop With a W

Read Ch. 8

10-6 University Fall Break (No Class)

10-11 Planning and Strategy

Read Ch. 10

10-13 Creativity & Brand Messages

Read Ch. 11

10-18 Message Strategy

Read Ch. 12

10-20 Copywriting

Read Ch. 13

10-25 Art Direction/Production

10-27 Production/Message Preparation

***end of material for exam 2**

November 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

III. PREPARING MESSAGES

11-1 Media Strategy &

Outdoor Media Options: Autowrapping and Airports

[Autowrapping](#)

[Airport Advertising](#)

Read Ch. 12

11-3 EXAM 2

Read Ch. 15

11-8 Print, TV, & Radio

Read Ch. 16

11-15 Netvertising

NETVERTISING JOURNALS DUE IN CLASS/DISCUSSION OF FINDINGS

Read Ch. 17

11-17 Celebrity Advertising and Sponsorships

Read. Ch. 18

Campaign Presentations

11-22 Point-of Purchase Advertising & Public Relations

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

Read Ch. 20

Campaign Presentations

11-24 Happy Thanksgiving Break (no class)

11-29 Campaign Presentations

December 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

12-1 Campaign Presentations

12-6 Campaign Presentations

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. I will learn from you as well.

Policies:

- No email assignments are accepted.
- Please see me with individual matters during office hours, in lieu of in the classroom or via email.
- This syllabus may be updated accordingly; I will announce all changes in class—for which you are each responsible.
- NGCSU is committed to equal access to its programs, services, and activities for people with disabilities. Any student who has a documented disability should contact me privately and the Office of Student Disability Resources located in 221 Barnes Hall to coordinate reasonable accommodations for students with documented disabilities.

Class:

1. We will begin and end on time.
2. Please turn off cell phones.
3. Professional behavior is expected in class.
4. Honor code at all times; see NGCSU's website for any ?'s on the honor code. I am authorized to use turnitin.com plagiarism scanning program.

Attendance and Participation:

This class is for you to discuss advertising issues-please speak up! Comments should reflect the readings assigned for that class. Hence, attendance and insightful participation in discussion is expected. I check attendance and participation. In the event an assignment or test is missed due to absence, it cannot be made up, unless arrangements are made prior to the absence. Please note NGCSU's Attendance policy: **if you miss more than 14% of classes, you will be dropped with either a W (before midpoint & passing) or a WF (not passing &/or after midpoint).** Please see the Undergraduate Bulletin for a discussion of NGCSU's class attendance policy.

Evaluation:

- “Netvertising Journal” is worth 50 points.
- Tests (2) are worth 100 points each, 200 points total.
- “Final Campaign Project” and participation is worth 200 points.

Total points for the course = 450.

Grading Scale (Out of 450 Points):

Grade:	A	B	C	D	F
Points:	405+	360-404	315-359	270-323	269-

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F= < 60%

“Final IMC Campaign Pitch”: 200 points

You will present an IMC (not just advertising!) campaign to present and lead a discussion/debate with the class. Please bring in a handout with an example of ads and marketing materials for each class member. Branding should be a central theme of your campaign pitch. Your grade is based on creativity, leading a discussion (ask questions in the handout), discussion of the use of brand promotion, and presentation supplements (DVDs, blogs, magazines, pictures of billboards, websites, coupons, articles from Adage.com, sample of a product, company representative, etc.) If it is a restaurant, you may bring in food for the class, if it is a clothing line, you may bring in sample clothing, etc. Be creative! (and managerially sound). Your discussion and participation in others' weighs into your grade. This is a team effort, thus, teamwork and team participation is a part of this grade. Each team presentation is for 20 minutes (account for questions/discussion after). These projects will be done

individually and discussed by the class as a whole. The grade sheet for this project is located on the class website.

"Netvertising Journal": 50 points

We will each keep a journal of advertising pop-ups on specific sites. Details about this project are posted on the class site.

EXAMS: (2) @ 100 points each

1. I will give the entire course period for exams.
2. The exams may be a mixture of multiple choice, T/F, and essay.
3. The exams cover material from the discussions/lectures, book and any handouts. The exams may also cover key *concepts* from the presentations.
4. It is crucial to be in attendance and to read to do well on the exams.
5. The final is primarily on new material, yet assumes knowledge of past concepts.
6. Tests cannot be taken after the sanctioned date. If a test is missed, 0 is earned.
7. Students are not permitted to enter class once the test begins.
8. I will let you if calculators are needed; otherwise only bring #2 pencils.
9. The exams are scantron, and I will provide paper for any essay questions.

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.

Signed: _____

Date: _____