

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE  
MASTER SYLLABUS

**ADVERTISING & PROMOTION**  
**ADV 2500**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Date Revised: Fall 00**

\*NOTE: This course is designed for transfer credit.

**Catalog Course Description:**

A study of advertising principles applied to marketing and organizational situations. Includes study of the communication process, consumer behavior, market segmentation, creative strategy, and media.

**Entry Level Standards:**

Students must be able to read and write at the college level.

**Prerequisites/Corequisites:**

None

**Textbook(s) and Other Reference Materials Basic to the Course:**

O'Guinn, Allen, Semenik. *Advertising*, Second Edition, Cincinnati, Ohio. South-Western College Publishing, 2000.  
Sayre, *Ad Campaign Planner*.

**I. Week/Unit/Topic Basis:**

| <b>Week</b> | <b>Topic</b>  |
|-------------|---|
| 1           | Chapters 1 & 2: The Advertising Process and Industry  |
| 2           | Chapter 3: Advertising Evolution  |
| 3           | Chapter 4: Social, Ethical and Regulatory Aspects of Advertising  |
| 4           | Ad Planner: Parts I, II, and Planning Activity I, Appendix NYNEX, Special Projects and Exam #1 (Chapters 1-4) |
| 5           | Chapter 5: Advertising and Consumer Behavior, Ad Planner: Activity 2  |
| 6           | Chapter 6: Market Segmentation, Positioning and Product Differentiation, Ad Planner: Activity 3               |
| 7           | Chapters 7 & 8: Advertising Research and Planning   |
| 8           | IMC Part 2, Special Projects and Exam #2 (Chapters 5-8), Ad Planner: Activity 4 & 5                           |

|    |   |
|----|---|
| 9  | Chapter 10 & 11: Message Development  |
| 10 | Chapter 12: Copywriting   |
| 11 | Chapters 13: Art Direction and Production, Ad Planner: Activity 6, 7, & 8         |
| 12 | IMC and Exam #3 (Chapters 10-13)  |
| 13 | Chapter 14 & 15: Media Planning Objectives and Strategy, Ad Planner: Activity 9   |
| 14 | Chapters 16-17: Media Evaluation  |
| 15 | Chapter 20: Sales Promotion and Public Relations, Ad Planner: Activity 10, 11, 12 |
| 16 | Final Exam (#4)   |

## II. Course Objectives\*:

- A. Demonstrate an understanding of the role of advertising as part of an organization's overall promotion and marketing strategy. I, II, VII
- B. Exhibit knowledge of the role consumer behavior and the communications process play in the development and implementation of advertising campaigns. I, II, V
- C. Demonstrate an understanding of the application of market segmentation in designing the organization's advertising plan. I, II
- D. Understand and utilize the creative process in developing advertising campaigns. IV, V
- E. Evaluate the effectiveness and efficiency of various advertising media. II, III
- F. Understand ethical and regulatory issues in advertising. III, IX
- G. Understand basic research and evaluation methodology in advertising. VI, VII
- H. Demonstrate an understanding of strengths and weaknesses of the promotional mix variables. II

\*Roman numerals after course objectives reference goals of the Business and Computer Technologies department.

## III. Instructional Processes\*:

Students will:

1. Record, analyze, interpret and articulate facts orally and in writing by reading, evaluating and developing solutions to business-based advertising case study exercises (Ad Planner). *Communication Outcome, Transitional Strategy*
2. Provide structured feedback to their peers on team presentations made in class. *Personal Development Outcome, Active Learning Strategy*
3. Use critical thinking skills to interpret, evaluate and make informed judgements about the effectiveness of advertisements in meeting specific communications goals. *Problem Solving and Decision Making Outcome, Transitional Strategy*
4. Discuss ten important eras in the evolution of advertising in the United states and relate

changes in advertising practice to more fundamental changes in culture and society. Research into American political, social and economic trends during each period will be compiled and reported by teams of students. *Cultural Diversity and Social Adaptation Outcome, Information Literacy Outcome, Active Learning Strategy*

5. Demonstrate competence in using word processing packages by submitting all written assignments in this format. They will demonstrate competence in using the Web for advertising research by submitting Internet exercises designed to explore, describe and compare features of different advertisers' Web site and answer specific questions. *Technological Literacy Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy, Active Learning Strategy*
6. Locate, evaluate and use relevant information sources from the ERC and on the World Wide Web to answer critical thinking and case study assignment problems. *Information Literacy Outcome, Technological Literacy Outcome*
7. Develop group projects to present to peers. Critiques of and by team members and the rest of the class will be a part of the assignment, giving students an opportunity to learn to give and receive peer critiques. *Active Learning Strategy*
8. Analyze CLIO winners for 2000 to determine how effectively the message is conveyed. International ads will be evaluated to demonstrate how variations in cultural norms and mores impact advertising. *Communication Outcome, Cultural Diversity and Social Adaptation Outcome, Transitional Strategy*

\*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

#### **IV. Expectations for Student Performance\*:**

Upon successful completion of this course, the student should be able to:

1. Understand the promotional function and the importance advertising plays in the marketing programs of domestic companies. A
2. Understand the concept of integrated marketing communications and recognize how the various marketing and promotional elements must be coordinated to communicate effectively. A, E
3. Analyze the macro environment of organizations and the environmental influences on advertising strategy. A, E, F
4. Apply consumer behavior concepts to the development of advertising programs. A, B, C
5. Understand how to apply the concepts of market segmentation and positioning to advertising campaigns. A, C
6. Discuss the major variables in the communication process and how they influence consumers' processing of advertising messages. B, D
7. Analyze and set advertising objectives and establish advertising budgets. A, E
8. Understand the process of planning, developing, implementing, and evaluating creative advertising strategy. D

9. Describe the structure of the broadcast and print industries and the role of these media in the advertising program. E
10. Evaluate the advantages and limitations of broadcast and print media in advertising programs. E
11. Demonstrate knowledge of media planning and strategy. A, E
12. Understand how advertising is regulated through self-regulation and government regulation. D, F
13. Recognize and evaluate the social and economic aspects of advertising. A, F
14. Discuss future trends and developments in advertising and media and how they will influence promotion and marketing. A, B, C
15. Explain how ethical considerations affect the development of advertising campaigns. A, F
16. Discuss criteria used for choosing a market segment. A, C
17. Discuss the various methods used to track the effectiveness of ad executions before, during and after the launch of full-blown campaigns. G, H
18. Describe the essential characteristics of the advertising message. B
19. Detail the various formatting alternatives for radio and television ads. E
20. Detail the components of print copy, along with important guidelines for writing effective copy. B, D
21. Identify the basic purposes for and components and formats of print ad illustrations. D
22. Explain the popularity and rationale for different forms of sales promotion. H

\*Letters after performance expectations reference the course objectives listed above.

## **V. Evaluation:**

### A. Testing Procedures:

A minimum of three major tests is recommended covering chapter material and supplemental material provided by the instructor. Tests should comprise no more than 75% of the student's total grade.

### B. Laboratory Expectations:

None

### C. Field Work:

None

### D. Other Evaluation Methods:

In addition to three exams, students will also be evaluated on practical application exercises and/or cases. Part of the grade will be based on team work. Finally, students will be graded on participation and on web assignments.

E. Grading Scale:

|          |    |
|----------|----|
| 92 - 100 | A  |
| 89 - 91  | B+ |
| 82 - 88  | B  |
| 79 - 81  | C+ |
| 72 - 78  | C  |
| 65 - 71  | D  |
| Below 65 | F  |

**VI. Policies:**

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.