

PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS

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

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Revised: Fall 2012**

**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 Course Materials:**

Arens, William. Advertising, McGraw Hill/Irwin, copyright 2012. Must include access code to Advertising Target Practice ISBN: 978-0-07-802891-5 MHID 0-07-802891-4

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

<b>Week</b>	<b>Topic</b>
1	Chapters 1 & 2: The Evolution of Advertising and The Economic, Social and Regulatory Aspects of Advertising
2	Chapter 3: The Business of Advertising
3	Chapter 4 : Segmentation, Targeting and the Marketing Mix
4	Chapter 5 & 17: Communication and Consumer Behavior and IMC: Public Relations, Sponsorship and Corporate Advertising
5	Chapter 6 & 7: Account Planning and Research; Marketing, Advertising and IMC Planning
6	Exam 1, Chapters 1 – 7 and 17: Projects
7	Chapters 8: Creating Ads: Strategy and Process

8	Chapter 9: Creative Execution – Art and Copy
9	Chapter 10 : Producing Ads
10	Exam 2: Chapters 8-10: Projects
11	Chapter 11: Media -Print
12	Chapter 12: Media – Electronic (Television & Radio) Chapter 13: Media-Digital Interactive and Direct Mail
13	Chapters 14: Media – Out of Home & Buying
14	Chapter 15 : Media Planning and Buying
15	Exam 3: Chapters 11-15: Projects

## **II. Course Goals\*:**

The course will:

- A. Provide an overview of the role of advertising as part of an organization's overall promotion and marketing strategy. I, II, VI.
- B. Explain the role consumer behavior and the communications process play in the development and implementation of advertising campaigns. I, II, VI.
- C. Overview and explain the application of market segmentation in designing the organization's advertising plan. I, II, III, VI.
- D. Demonstrate how advertisers utilize the creative process in developing advertising campaigns. IV, V, VI.
- E. Compare and contrast the effectiveness and efficiency of various advertising media. III, V, VI.
- F. Overview and demonstrate how ethical and regulatory issues affect advertising. I, II, III, V, VI.
- G. Outline basic research and evaluation methodology in advertising. III, V, VI
- H. Define, compare and contrast strengths and weaknesses of the promotional mix variables. I, II, VI.
- I. Highlight the global nature of business impacts advertising. I, VI, VII.
- J. Review how subcultures present in the U.S. market impact advertising. I, VI, VII.

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

## **III. Expected Student Learning Outcomes\*:**

The student will 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, particularly the impact of multiple cultures within the USA and the impact of the global marketplace on advertising strategy. A, E, F, I, J.
4. Apply consumer behavior concepts to the development of advertising programs. A, B, C
5. Analyze the impact of culture on advertising effectiveness. B, F, I, J.
6. Understand how to apply the concepts of market segmentation and positioning to advertising campaigns. A, C
7. Discuss the major variables in the communication process and how they influence consumers' processing of advertising messages. B, D
8. Analyze and set advertising objectives and establish advertising budgets. A, E
9. Understand the process of planning, developing, implementing, and evaluating creative advertising strategy. D
10. Describe the structure of the broadcast and print industries and the role of these media in the advertising program. E
11. Evaluate the advantages and limitations of broadcast and print media in advertising programs. E
12. Demonstrate knowledge of media planning and strategy. A, E
13. Understand how advertising is regulated through self-regulation and government regulation. D, F
14. Recognize and evaluate the social and economic aspects of advertising. A, F
15. Discuss future trends and developments in advertising and media and how they will influence promotion and marketing. A, B, C
16. Explain how ethical considerations affect the development of advertising campaigns. A, F
17. Discuss criteria used for choosing a market segment. A, C
18. Discuss the various methods used to track the effectiveness of ad executions before, during and after the launch of full-blown campaigns. G, H
19. Describe the essential characteristics of the advertising message. B
20. Detail the various formatting alternatives for radio and television ads. E
21. Detail the components of print copy, along with important guidelines for writing effective copy. B, D

22. Identify the basic purposes for and components and formats of print ad illustrations. D
23. Develop an appreciation for and awareness of the multiple sub-cultures that are the American market by utilizing Census data and BusinessDecision databases to demonstrate pervasiveness of subcultures in the USA. J, C, F
24. Discuss the importance of the multi-cultural marketplace on the effectiveness of advertising agencies by utilizing the American Marketing Association's Marketing FactBook to review and evaluate the impact of multiple cultures on media. I, J, C.
25. Evaluate the impact of culture on creative executions by reviewing CLIO's, & Effies. D, C, B, J.

\* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

#### **IV. 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:

N/A

##### C. Field Work:

N/A

##### D. Other Evaluation Methods:

In addition to, students will also be evaluated on practical application exercises homework and/or cases such as Advertising Target Practice. 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

#### **V. Policies:**

##### A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which

the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.

D. Computer Usage Guidelines:

College-owned or –operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State's computing resources in an effective, efficient, ethical and lawful manner.