

Pellissippi State Community College
Master Syllabus

ADVERTISING & PROMOTION
ADV 2500

Class Hours: 3
Credit Hours: 3
Laboratory Hours: 0
Revised: August 3, 2011

Instructor:
Office:
Phone:
Email:

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: None

Corequisites: None

Textbook(s) and Other Course Materials:

1. Arens, William. Essentials of Contemporary Advertising, McGraw Hill/Irwin. Must include access code to Advertising Target Practice ISBN: 0078093791

NOTE: If used book is purchased, access code for Advertising Target Practice must be purchased from McGraw Hill as well.

I. Week/Unit/Topic Basis:

Week Topic

- | | |
|----|---|
| 1 | Chapters 1 & 2: The Advertising Process |
| 2 | Chapter 3: The Advertising Industry |
| 3 | Chapter 4 : Segmentation, Targeting and the Marketing Mix |
| 4 | Chapter 5: Communication and Consumer Behavior |
| 5 | Chapter 6 & 7: The Advertising Planning process |
| 6 | Exam 1, Chapters 1 – 7: Projects |
| 7 | Chapters 8: Creative Strategy |
| 8 | Chapter 9: Creative Execution – Art and Copy |
| 9 | Chapter 10 : Producing Ads- Print, Electronic and Digital |
| 10 | Exam 2: Chapters 8-10: Projects |
| 11 | Chapter 11: Media -Print |

Week	Topic
12	Chapter 12: Media – Electronic (Television & Radio)
13	Chapter 13: Media-Digital Interactive and Direct Mail
14	Chapters 14 & 15 Media – Out of Home, Planning & Buying
15	Exam 3 Chapters 11-15

II. Course Goals*:

- A. The course will enhance an understanding of the role of advertising as part of an organization's overall promotion and marketing strategy. I, II, VI.
- B. The course will guide students toward exhibiting knowledge of the role consumer behavior and the communications process play in the development and implementation of advertising campaigns. I, II, V, VI.
- C. The course will guide students toward an understanding of the application of market segmentation in designing the organization's advertising plan. I, II, III, VII.
- D. The course will guide students toward an understanding of the role of the creative process in developing advertising campaigns. III.
- E. The course will guide students toward an understanding of how to evaluate the effectiveness and efficiency of various advertising media. III, VI, V.
- F. The course will enhance an understanding of ethical and regulatory issues in advertising. I, II, III, V, VI.
- G. The course will enhance an understanding of basic research and evaluation methodology in advertising. I, II, III, V, VI.
- H. The course will enhance an understanding of strengths and weaknesses of the promotional mix variables. III, VI, V.
- I. The course will guide students toward an understanding of how the global nature of business impacts advertising. II, VI, VII.
- J. The course will enhance an understanding and appreciation of how the subcultures present in the U.S. market impact advertising. II, III, VI, VII.
- K. The course will expand the student's understanding of the structure of the advertising industry and the role of each component.

III. Expected Student Learning Outcomes*:

Students will: be able to:

1. Record, analyze, interpret and articulate facts orally and in writing by reading, evaluating and developing solutions to business-based advertising case study exercises. A, B, C, E, G, H, I, J.
2. Use critical thinking skills to interpret, evaluate and make informed judgments about the effectiveness of advertisements in meeting specific communications goals. B, D.
3. Locate, evaluate and use relevant information sources from the ERC and on the World Wide Web to answer critical thinking, project and case study problems. G.
4. Develop advertising plans that address specific roles within the marketing strategic plans of firms. A, E, H.

5. Analyze ads to determine how effectively the message is conveyed. International ads will be evaluated to demonstrate how variations in cultural norms and mores impact advertising. G, I.
6. Enhance the student's knowledge of advertising as a discipline and as an integral component of a firm's promotion and marketing strategies. A, H
7. Understand the promotional function and the importance advertising plays in the marketing programs of domestic companies. A
8. Understand the concept of integrated marketing communications and recognize how the various marketing and promotional elements must be coordinated to communicate effectively. A, B.
9. 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, F, I, J
10. Apply consumer behavior concepts to the development of advertising programs. B, C
11. Analyze the impact of culture on advertising effectiveness. B, F, I, J
12. Understand how to apply the concepts of market segmentation and positioning to advertising campaigns. C
13. Discuss the major variables in the communication process and how they influence consumers' processing of advertising messages. B, D
14. Understand the process of planning, developing, implementing, and evaluating creative advertising strategy. B, D, E, G
15. Describe the structure of the broadcast and print industries and the role of these media in the advertising program. K
16. Evaluate the advantages and limitations of broadcast and print media in advertising programs. K
17. Demonstrate knowledge of media planning and strategy. E, G, K
18. Understand how advertising is regulated through self-regulation and government regulation. F
19. Recognize and evaluate the social and economic aspects of advertising. A, F
20. Discuss future trends and developments in advertising and media and how they will influence promotion and marketing. A, G, H
21. Explain how ethical considerations affect the development of advertising campaigns. A, F
22. Discuss criteria used for choosing a market segment. A, C
23. Discuss the various methods used to track the effectiveness of ad executions before, during and after the launch of full-blown campaigns. E, G, H
24. Describe the essential characteristics of the advertising message. B
25. Detail the various formatting alternatives for radio and television ads. E
26. Detail the components of print copy, along with important guidelines for writing effective copy. B, D
27. Identify the basic purposes for and components and formats of print ad illustrations. D

28. 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. C, F, J

IV. Evaluation:

A. Testing Procedures

- A minimum of two multi-chapter objective examinations will be given.
- Objective quizzes

B. Laboratory Expectations

- Students will use online simulation (Advertising Target Practice) to analyze the marketing campaigns of three companies and create a print ad.
- Students will analyze portfolios of advertisements to determine who the target audience is, the advertising objective and whether or not the objective was achieved.

C. Field Work

Student teams will develop an advertising campaign for a local business if suitable business can be located.

D. Other Evaluation Methods:

Students will be evaluated on practical application exercises homework and participation.

E. Grading Scale:

92-100	A
89-91	B+
82-88	B
79-81	C+
72-78	C
65-71	D
0-64	F

V. Policies

A. Attendance Policy:

Pellissippi State 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. (*Pellissippi State Online Catalog*)

Maintaining continuous attendance in your classes is very important. If you are considering dropping or withdrawing from a course, please check with the Financial Aid Office before doing so. Dropping or withdrawing from a class can adversely affect your financial aid and/or lottery eligibility.

B. Academic Dishonesty:

Plagiarism, cheating and other forms of academic dishonesty are prohibited. A student guilty of academic misconduct, either directly or indirectly through participation or assistance, is immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions that may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. (*Pellissippi State Online Catalog*)

C. Accommodation 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 www.pstcc.edu/departments/swd/

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. (*Pellissippi State Online Catalog*)