JEFFERSON COLLEGE

COURSE SYLLABUS

MGT133

ADVERTISING

3 Credit Hours

Prepared by: Cindy M.
Rossi February 19, 2014

Dena McCaffery, Ed.D., Dean Career and Technical Education
MGT133 ADVERTISING

I. CATALOGUE DESCRIPTION

A. Pre-requisite: Reading Co-requisite

B. 3 Credit Hours

C. Advertising is a survey study of the advertising industry in relation to our economy. The student will explore advertising's impact on buying habits, communication styles, and media usage. (F,S,O)

II. EXPECTED LEARNING OUTCOMES / ASSESSMENT MEASURES

| Evaluate media and methods used in promotional and institutional advertising. | In-class exercises, quizzes, and discussion |
| Identify research methods in advertising to maximize advertisements’ effectiveness. | In-class exercises, quizzes, and discussion |
| Identify consumer motivation, wants and needs, and coordinate these wants and needs with the approach in advertising. | In-class exercises, quizzes, and discussion |
| Explain the importance of advertising within the marketing mix. | In-class exercises, discussion, and quizzes |
| Explain what makes advertising effective. | In-class exercises, quizzes, and discussion |
| Explain the relationship between marketing, sales and advertising. | In-class exercises, discussion, and quizzes |
| Allocate an advertising budget in the local area supported with an objective, strategy, and tactics. | In-class exercises, report, discussion |
| Create a display advertisement for a product/service. | In-class exercises, quizzes and project |

III. OUTLINE OF TOPICS

A. Introduction to Advertising
   1. What is advertising?
   2. Roles and types of advertising
   3. Key players
   4. Development of advertising
   5. Current developments
B. Advertising’s Rose in Marketing
   1. What is marketing
   2. The key players
   3. How agencies work with their clients
   4. Current development in marketing

C. Advertising and Society
   1. What is advertising’s role in society?
   2. Why and how is advertising regulated?
   3. What guides ethical behavior?

Principle: Strategy is Creative Too

D. How Advertising Works
   1. How does advertising work?
   2. How advertising works as communication
   3. The effects behind advertising effectiveness
   4. New approach: the facets model of effects
   5. The power of brand communication

E. The Consumer Audience
   1. How does consumer behavior work?
   2. Influences on consumer decisions
   3. The consumer decision process
   4. Segmenting and targeting
   5. What is behavioral targeting?

F. Strategic Research
   1. The quest for intelligent and insight
   2. Research methods used in advertising
   3. Research trends and challenges

G. Strategic Planning
   1. Strategic planning
   2. Campaign plan
   3. Account planning: What is it?
   4. Planning for (IMC)

H. Media Basics and Print Media
   1. Media basics
   2. Print media characteristics
   3. Newspaper basics
   4. Magazine basics
   5. Directory advertising
6. Out-of-home advertising
7. Packaging
8. Using print and out-of-home advertising

I. Broadcast Media
1. Broadcast media
2. Radio
3. Television
4. Other broadcast forms
5. Using broadcast advertising effectively

J. Internet and Nontraditional Media
1. Interactive media: web 2.0 and you
2. Web as an advertising medium
3. Nontraditional media
4. Internet media
5. Types of internet advertising
6. Online advertising effectiveness
7. Broadcast and interactive media strategies

Media Planning and Buying

K. The Media Planning Side of Advertising
1. Key media planning decisions
2. Media strategy tools and techniques
3. A sample media plan
4. Media buying
5. Media planning trends

Principles: Creativity and Breakthrough Advertising

L. The Creative Side and Messages Strategy
1. The two sides of advertising
2. Message planning
3. Message strategies
4. Creative concepts
5. Managing creative strategy

M. Copywriting
1. Copywriting: the language of advertising
2. Copywriting for print
3. How to write radio copy
4. How to write television copy
5. Writing for the web
6. Copywriting in a global environment
N. Design and Production
1. Visual communication
2. Art direction
3. The players
4. Print production
5. Broadcast production Principles: How to Win the Battle of the Buzz

O. Direct Response Marketing
1. The practice of direct marketing
2. Databases: the foundation of (DM)
3. The key players
4. Tools of direct marketing
5. Integrated direct marketing
6. Global considerations in direct marketing

P. Sales Promotions, Events, and Sponsorships
1. The practice of sales promotions
2. Consumer promotions
3. Trade promotions
4. Crossover promotions
5. Promotion strategy

Q. Public Relations
1. The practice of public relations
2. Public relations planning
3. Public relations tools
4. Effectiveness and (PR) excellence

R. International Advertising
1. International Business
2. The evolution of global marketing
3. The global perspective
4. The global debate and advertising
5. International management
6. Approaches to the international advertising campaign
7. Special international considerations

S. Special Advertising Campaigns
1. IMC and total communication
2. Retail marketing and advertising
3. Business-to-business advertising
4. Nonprofit or social marketing
5. International advertising and marketing communication
T. Evaluation of Effectiveness
   1. Impact: does it work?
   2. Message evaluation
   3. Media evaluation
   4. Evaluating marketing communication campaigns

IV. METHOD(S) OF INSTRUCTION

A. Lecture
B. Class Discussion/Exercises
C. Projects
D. Presentations

V. REQUIRED TEXTBOOK(S) WITH PUBLICATION INFORMATION


VI. REQUIRED MATERIAL (STUDENT) Notebook, paper, pencil (creating ads)

VII. SUPPLEMENTAL REFERENCES Magazine and print ads

VIII. METHOD OF EVALUATION (BASIS FOR DETERMINING GRADE)

A. Exercises/Papers/Discussion/Tests
B. Mid-Term Project (Budget)
C. Final Project (Display Ad)
D. Attendance

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Technology Center 101; phone 636-481-3169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College Website [http://www.jeffco.edu](http://www.jeffco.edu)).
XI. ATTENDANCE STATEMENT

Regular and punctual attendance is expected of all students. Any one of these four options may result in the student being removed from the class and an administrative withdrawal being processed: (1) Student fails to begin class; (2) Student ceases participation for at least two consecutive weeks; (3) Student misses 15 percent or more of the coursework; and/or (4) Student misses 15 percent or more of the course as defined by the instructor. Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details.

XII. OUTSIDE OF CLASS ACADEMICALLY RELATED ACTIVITIES

The U.S. Department of Education mandates that students be made aware of expectations regarding coursework to be completed outside the classroom. Students are expected to spend substantial time outside of class meetings engaging in academically related activities such as reading, studying, and completing assignments. Specifically, time spent on academically related activities outside of class combined with time spent in class meetings is expected to be a minimum of 37.5 hours over the duration of the term for each credit hour.