MGT133 ADVERTISING

I. CATALOGUE DESCRIPTION

A. Co-requisite: Reading proficiency

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 / CORRESPONDING 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, quizzes, and discussion |
| Explain what makes advertising effective | In-class exercises, quizzes, and discussion |
| Explain the relationship between marketing, sales and advertising | In-class exercises, quizzes, and discussion |
| Allocate an advertising budget in the local area supported with an objective, strategy, and tactics | In-class exercises, report, and discussion |
| Create a display advertisement for a product/service | In-class exercises, quizzes, and project |

III. OUTLINE OF TOPICS

A. Advertising, promotions, & marketing essentials
   1. Advertising is old and brand new
      a. A brief background and history
      b. Types of advertising/promotion
      c. Is traditional advertising dead
2. The four cornerstones of marketing: the four Ps
   a. Product
   b. Price
   c. Place
   d. Promotion

3. Advertising Industry Structure
   a. Types of agencies
   b. How do advertising agencies get paid?
   c. Types of clients
   d. Job functions inside the agency
   e. Job functions outside the agency
   f. Careers in advertising

B. Advertising and society
   1. Economic effects of advertising
      a. Advertising is a major industry
      b. Economic rationales to create advertising
      c. Economic rationale to accept advertising
      d. Economic rationale to use advertising
   2. The good: advertising enhances our world
      a. Advertising is culture is advertising
      b. Priscila advertising
      c. Nonprofit advertising
      d. Green marketing
   3. The bad: ethical hot buttons
      a. The ugly
      b. Uncle Ben or CEO Ben?
      c. We know where you live
      d. Living in a material world
   4. Advertising regulation: who looks out for us?
      a. Government regulation
      b. Industry regulation

C. Consumers and the communications process
   1. From talking to consumers to talking with consumers
      a. The traditional linear communication model
      b. A new interactive, nonlinear, multivocal communication model
      c. Understand communication to create effective advertising
2. Is the medium the message? components of communications
   a. Source effects
   b. Message effects
   c. Situational effects
3. Diffusion of innovations
   a. The diffusion model
   b. Who spreads the “cold”?
4. Decision Making
   a. The decision making process
   b. Who decides?
   c. Models of decision making

D. Influences on consumers
1. Internal influences on consumers
   a. Attitudes and information processing
   b. Multiattribute attitude models
   c. Perceiving advertising messages
   d. Learning and memory for advertising
   e. How do we remember what we have learned?
2. External influences on consumers
   a. Opinion leaders
   b. Group identifications
3. Culture, globalization, and advertising
   a. Myths and rituals
   b. Is the world flat?
   c. Semiotics: what does it all mean?

E. Know your audience
1. Internal influences on consumers
   a. Source of the data: primary versus secondary
   b. Type of data: quantitative versus qualitative
2. External influences on consumers
   a. Surveys
   b. Focus groups
   c. Ethnography
   d. Advantages and disadvantages of primary data
3. Secondary data
   a. Government sources
   b. Syndicated sources
   c. Internal secondary sources
   d. Advantages and disadvantages of secondary data
4. Physiological data
   a. Conscious versus subconscious responses
   b. Eye tracking
   c. Galvanic skin responses (GSR)
   d. Neuromarketing
   e. Advantages and disadvantages of physiological methods

5. Using Research to Guide a Successful Launch
   a. Idea generation
   b. Concept design and testing
   c. Audience definition and profiling

F. Segment, target, and position your audience
   1. Segmenting the market: who is out there?
      a. Demographic segmentation
      b. Geographic segmentation
      c. Psychographic segmentation
      d. Behavioral segmentation
      e. B2B business to business segments
   2. Targeting your customer: who is going to want what?
      a. The properties of a good target
      b. Behavioral targeting: advertisers know what you like
   3. Position your brand: why will they want it?
      a. It’s all relative
      b. Positioning dimensions

G. Budgeting: decide what you can afford to say
   1. Budgeting methods
      a. Top down budgeting
      b. Bottom up techniques
      c. Budget allocations and timing
   2. Return on investment (ROI) and budget management
      a. Did you get what you paid for?
      b. Why ROI is Important?
      c. Keys to using ROI

H. Creating a promotion strategy
   1. The power of branding
      a. Characteristics of a solid branding strategy
      b. Creating a corporate image
      c. The holy grail: brand equity
      d. Benefits of a brand
   2. Describe where you are: a strategic framework
      a. Situation analysis
      b. Brand audit
      c. SWOT analysis: strengths, weaknesses, opportunities, threats
3. Define where you want to go: set objectives
   a. Marketing objectives
   b. Advertising strategy
   c. The creative brief

I. Choose your communication weapons
   1. Integrated marketing communications
   2. Elements of the promotional mix advertiser’s trusty tools
      a) Sales promotions
      b) Public relations
      c) Publicity
      d) Personal selling
      e) Direct marketing
   3. Create the promotional plan
      a) Who, what, where and how much?
      b) Raisin’ awareness: how the CRMB executed its plan
      c) Integrated campaigns for small business

J. Planning and purchasing media
   1. Traditional advertising media
      a) Print media
      b) Broadcast and radio
      c) Out of home
      d) Sponsorships
      e) Direct response
   2. New Media
      a) New communication channels
      b) WOM/viral/buzz
      c) Virtual worlds
      d) Consumer generated media (CGM)
   3. Media Strategy
      a) Message objectives
      b) Media planning
      c) Market coverage
      d) Buying eyeballs length of ads and scheduling strategies
      e) The media mix

K. Executing on all platforms
   1. Execute on media platforms
      a) Print
      b) Television
      c) Radio
      d) Outdoor
      e) Point-of-purchase (POP)
      f) Online
      g) Alternative media
2. Evaluating ad executions
   a) Recall and recognition
   b) Copy research
   c) Creativity versus safety

L. Make the message sell
1. Key to superior advertising
   a) Relevance and resonance
   b) Emotion, the common denominator
   c) What makes an ad work: likeability
2. Types of appeals: how ads generate resonance
   a) Sex appeal
   b) Fear appeals
   c) Humor appeals
   d) Logical appeals
   e) Values appeals
3. Executional frameworks: how ads generate relevance
   a) Lifestyle framework
   b) Scientific framework
   c) Spokesperson/testimonial
   d) Demonstration
   e) Slice-of-life framework
4. The creative team
   a) Copywriting
   b) Art direction

M. Campaign effectiveness
1. ROI: show me the money
   a) Return on investment
   b) Metrics
2. ROI for broadcast and print media
   a) Network T.V.
   b) Radio
   c) Print
3. ROI for alternative media
   a) Point-of-purchase
   b) Out-of-home media
   c) Product placement
   d) Video advertising
   e) Advergames
   f) Direct and online advertising
   g) Buzz, PR, and WOM
IV. METHOD(S) OF INSTRUCTION

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

V. REQUIRED TEXTBOOK(S) WITH PUBLICATION INFORMATION

Advertising & Promotion Real Time 2017. Cindy Rossi, PhD.; Nancy D. Evans, PhD.

The text is provided to students free of charge and is available through the course Blackboard.

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 Pay it forward
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 (TC 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).
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.