**ESSEX COUNTY COLLEGE**

**Business Division**

**BUS 215 – Principles of Advertising**

**Course Outline**

**Course Number & Name:**  BUS 215 Principles of Advertising

**Credit Hours:**  3.0 **Contact Hours:**  3.0 **Lecture:** 3.0 **Lab:**  N/A **Other:**  N/A

**Prerequisites**:  Grade of “C” or better in BUS 101

**Co-requisites:** None **Concurrent Courses:** None

**Course Outline Revision Date:**  Fall 2010

**Course Description:**  Advertising and other sales promotional methods are studied from the perspective of communicating the market. Special emphasis is placed on the development of creativity in the student. Topics include advertising’s place in the marketing mix, media selection, advertising research and production, and sales promotional strategies.

**Course Goals:** Upon successful completion of this course, students should be able to do the following:

1. describe the background of today’s advertising;

2. identify and discuss the roles of advertising;

3. identify the fundamentals of advertising planning and brand research; and

4.    discuss various media advertising strategies.

**Measurable Course Performance Objectives (MPOs)**: Upon successful completion of this course, students should specifically be able to do the following:

1. Describe the background of today’s advertising:
   1. *trace the historical perspectives of the growth of advertising;*

1.2 *examine how advertising and marketing developed as part of the larger society;* and

1.3 *demonstrate the social, cultural and economic perspectives of advertising*

2. Identify and discuss the roles of advertising:

2.1 *identify and discuss the roles of advertising in a changing communication environment;*

2.2 *describe the importance of advertising and return-on-investment;* and

2.3 *discuss four primary types of integrated marketing*

**Measurable Course Performance Objectives (MPOs)** (continued):

3. Identify the fundamentals of advertising planning and brand research:

3.1 *discuss the birth and basics of branding;*

3.2 *discuss the typical steps agencies take in the advertising planning process;* and

3.3 *describe what great brands do relative to advertising planning and brand research*

4. Discuss various media advertising strategies:

4.1 *identify the pros and cons of using television for advertising;*

4.2 *describe the limitations and challenges regarding advertising faced by radio;*

4.3 *discuss the changing character and role of newspapers regarding advertising;*

4.4 *explain the advantages and disadvantages of using magazines for advertising;* and

4.5 *discuss the characteristics of out-of-home advertising*

**Methods of Instruction**: Instruction will consist of lecture, class discussions and an interview with an individual currently employed in the field of advertising.

**Outcomes Assessment:** Exam questions are blueprinted to course objectives. A rubric is used to evaluate the Term Project for the presence of course objectives. Data is collected and analyzed determine the level of student performance on these assessment instruments in regards to meeting course objectives. The results of this data analysis are used to guide necessary pedagogical and /or curricular revisions.

**Course Requirements:** All students are required to:

1. Maintain regular attendance.

2. Complete assigned homework or projects in a timely manner.

3. Take part in class discussion and participate in class exercises.

4. Take all exams when scheduled: these include a minimum of two hourly exams as well as a final exam.

**Methods of Evaluation:** Final course grades will be computed as follows:

**% of**

**Grading Components final course grade**

* **Class participation 10 – 20%**

Class participation will show evidence of comprehending major terms and topics as well as applications of marketing terminology.

* **Two Hourly Examinations** (dates specified by the instructor)  **25 – 30%**

Exams will show evidence of the extent to which students meet course objectives including but not limited to identifying and applying concepts, understanding terms and demonstrating evidence of a basic foundation of advertising principles.

* Final Examination 25 – 35%

The **comprehensive** final exam will examine the extent to which students have understood and synthesized all course content and achieved all course objectives.

* **Term Project/Oral Reports**  **15 – 25%**

Students will prepare a 20 – 30 minute oral report based on an interview with an individual currently employed in an advertising position. Concepts related to course objectives must be presented and discussed.

Note: The instructor will provide specific weights, which lie in the above-given ranges, for each of the grading components at the beginning of the semester.

**Academic Integrity:** Dishonesty disrupts the search for truth that is inherent in the learning process and so devalues the purpose and the mission of the College. Academic dishonesty includes, but is not limited to, the following:

* plagiarism – the failure to acknowledge another writer’s words or ideas or to give proper credit to sources of information;
* cheating – knowingly obtaining or giving unauthorized information on any test/exam or any other academic assignment;
* interference – any interruption of the academic process that prevents others from the proper engagement in learning or teaching; and
* fraud – any act or instance of willful deceit or trickery.

Violations of academic integrity will be dealt with by imposing appropriate sanctions. Sanctions for acts of academic dishonesty could include the resubmission of an assignment, failure of the test/exam, failure in the course, probation, suspension from the College, and even expulsion from the College.

**Student Code of Conduct:** All students are expected to conduct themselves as responsible and considerate adults who respect the rights of others. Disruptive behavior will not be tolerated. All students are also expected to attend and be on time for all class meetings. No cell phones or similar electronic devices are permitted in class. Please refer to the Essex County College student handbook, *Lifeline*, for more specific information about the College’s Code of Conduct and attendance requirements.

**Course Content Outline:** based on the text **Kleppner’s Advertising Procedure**, 18th edition, by Lane, King and Reichert; published by Prentice Hall; ISBN-13 #: 978-0-324-58203-1

**Class Meeting**

**(80 minutes) Chapter/Section**

1 Review Class Syllabus

**Chapter 1 Background of Today’s Advertising**

What is Advertising?

2 Forces in the Rise of Modern Advertising

The Move to Creativity in Advertising

Advertising Comes of Age

### 3 Chapter 2 Roles of Advertising

Advertising and the Changing Communication Environment

Advertising and Profitability

Integrated Marketing

4 Chapter 3 Brand Planning and the Advertising Spiral

Building Strong Brands and Equity

Brands and Integrated Marketing Communications

­The Advertising Stages of a Product

5 Chapter 4 Target Marketing

Targeting in a Changing Environment

Marketing Generalization

Defining Prime Prospects

6 Chapter 5 The Quest for Great Advertising

The Agency

How Agencies Developed

The Full-Service Agency

7 Chapter 6 The Advertiser’s Marketing-Advertising Operation

Corporate’s Changing Climate

Marketing Services System

Integrated Marketing Brand Management

8 Chapter 7 Media Strategy

Organization of the Media Function

The New Media Function

Basic Media Strategy

**Class Meeting**

**(80 minutes) Chapter/Section**

9 Chapter 8 Using Television

Television as an Advertising Media

The Rating Point System

Share of Audience

The Many Faces of Television

Network and Spot Television

Cable Television

10 Chapter 9 Using Radio

The Contemporary Radio Industry

Features and Advantages of Radio

Limitations and Challenges of Radio

Technical Aspects of Radio

Selling Radio Commercial Time

**Term Project – Oral Reports begin**

11 **EXAM #1** on Chapters 1 – 9

12 Chapter 10 Using Newspapers

The National Newspapers

Marketing the Newspaper

The Changing Nature of the Newspaper

**Term Project – Oral Reports (continued)**

13 Chapter 11 Using Magazines

Advertising and Consumer Magazines

Magazines as a National Advertising Medium

Features of Magazine Adverting

Magazines Elements

**Term Project – Oral Reports (continued)**

14 Chapter 12 Out-of-Home Advertising

Strategic Advertising and Out-of-Home

Outdoor Regulation and Public Opinion

Forms of Outdoor Advertising

The Elements of Outdoor

**Term Project – Oral Reports (continued)**

15 Chapter 13 Digital and Direct-Response Advertising

Digital Media Pros and Cons

Direct Contact with Consumers

Advertising and Digital Media

Digital Media as a Complement to Other Media

**Term Project – Oral Reports (continued)**

**Class Meeting**

**(80 minutes) Chapter/Section**

16 Chapter 14 Sales Promotion

Promotion Context

Transactional and Relational Promotion

Promotion and Advertising

Forms of Sales Promotion

**Term Project – Oral Reports (continued)**

17 Chapter 15 Research in Advertising

Research is an Informational Tool

The Right Kind of Research

Account/Brand Planners and Consumer Insights

**Term Project – Oral Reports (continued)**

18 Chapter 16 Creating the Message

Consumer Integrated Touchpoints

Creative Risk Taking

The Creative Work Plan

Online and Off Story Telling

Comparative Advertising

**Term Project – Oral Reports (continued)**

19 Chapter 17 The Total Concept Words and Visuals

Create Relevant Ideas

The Creative Team

The Idea

**Term Project – Oral Reports (continued)**

20 Chapter 18 Print Production

Production Data

Production Planning and Scheduling

Digital Print Production

**Term Project – Oral Reports (continued)**

21 **EXAM #2** on Chapters 10 – 18

22 Chapter 19 Video and the Commercial

Online Video Environment

Digital Production

The Power of the Television Idea

**Term Project – Oral Reports (continued)**

**Class Meeting**

**(80 minutes) Chapter/Section**

23 Chapter 20 The Radio Commercial

The Nature of the Medium

Flexibility, Marketability and Promotionability

Creating the Commercial

Developing the Radio Script

**Term Project – Oral Reports (continued)**

24 – 25 Chapter 21 Trademarks and Packaging

Protecting the Name Investment

From Corporate Identity to Brand Identity

What is a Trademark?

Company and Product Names

**Term Project – Oral Reports (continued)**

26 Chapter 22 The Complete Campaign

Building a Campaign

A Campaign versus Ads

Campaign Diversity

**Term Project – Oral Reports (continued)**

27 Chapter 23 International Advertising

Gong Global

The Multinational Corporation

The Internet and International Communication

The Development of Global Marketing

**Term Project – Oral Reports (continued)**

28 Chapter 24 Economic, Social, and Legal Effects of Advertising

Advertising Criticism

Advertising as an Economic and Social Institution

The Social Role of Advertising

**Term Project – Oral Reports (continued)**

29 Review of course material

30 **Final Examination**