

**THREE RIVERS COMMUNITY COLLEGE  
MARKETING PROGRAM**



**COURSE OF STUDY OUTLINE**

**FALL, 2008**

**TUESDAYS, THURSDAYS: 11:00–12:15**

***PRINCIPLES OF ADVERTISING***

***BMK 241 - 3 CREDITS***

**BANNER # 30910**

**PROFESSOR: IRENE W. CLAMPET**

**OFFICE PHONE: (860) 383-5231 (VOICE MAIL)**

**OFFICE HOURS:** TUESDAY, 2:00-4:00 PM,  
THURSDAY, 2:00-3:00 PM  
*OR BY APPOINTMENT*

**EMAIL: [iclampet@trcc.commmnet.edu](mailto:iclampet@trcc.commmnet.edu)**

**COURSE DESCRIPTION**

Basic elements, functions, and principles of advertising are surveyed. Students study current advertising campaigns and marketing communication methods in addition to creating their own comprehensive campaigns. Target marketing, image creation and ethical aspects of advertising are discussed. Selection of print media, electronic and interactive media and supportive promotional techniques are included. The emphasis is on advertising's role as a marketing communication tool.

**TEXT and WEBSITE:**

Arens, William, CONTEMPORARY ADVERTISING (11TH EDITION), New York, N.Y., McGraw-Hill/Irwin Press, 2008.

**NOTE:** On-line resources are included with the text: ([www.mhhe.com/arens11e](http://www.mhhe.com/arens11e)).

Additional pertinent readings will be assigned as the dynamics of current advertising examples require.

**COURSE OBJECTIVES:**

Utilizing various learning activities, each student will accomplish the following outcomes by completing this course:

- a. demonstrate a mastery of the basic principles, concepts and terminology of today's advertising activities;
- b. develop an awareness of the importance of advertising in a competitive, consumer-oriented society;
- c. develop an understanding of advertising as a marketing communications tool in the domestic and international business environment;
- d. be able to use specific advertising vocabulary to discuss advertising activities;
- e. demonstrate a grasp of the procedures involved in the creative process of advertising;
- f. utilize technology including internet research and information as resources in planning and preparing ads;
- g. discuss career opportunities in the field of advertising;
- h. participate in the decision process of advertising creation and presentation.

**COURSE REQUIREMENTS:**

The student will be responsible for attendance, classroom participation, assignments, Internet references, four quizzes, a mid-semester exam, a team term project and a final exam. The course work will consist of text reading, group discussions and decisions, ad campaign cases, internet references, lectures, and student experiences to illustrate concepts. The term project will consist of a team advertising campaign presentation utilizing learning from the course. Requirements for this project will be distributed on a separate sheet after the mid-term exam. Its planning will take place using some class time and some out-of- class time during the second half of the semester.

**\*\*\*NOTE WELL:**

**GRADING POLICY:**

*The final grade will consist of the following factors:*

4 Quizzes	20%
Class participation, attendance and ad campaign contribution	10%
Term Project (group preparation grade)	20%
Mid-semester Exam	25%
Final exam	<u>25%</u>
	100%

Four quizzes will be given and the *lowest grade will be dropped*. You must take all 4 quizzes to be able to drop one.

**##### NO MAKE UP QUIZZES! NO EXCEPTIONS!**

**##### *Absence from a quiz will result in a 0 grade on that quiz.***

Failure to attend class on the day of your group's scheduled presentation will result in a ZERO for that presentation for the absent member. Any problems relating to the completion of assignments or taking of exams must be discussed with me *in advance*.

**ABSENCE POLICY**

*If you are not here, you are not participating.* Absence in excess of **three** class meetings will reduce your final grade and must be discussed with the instructor individually. Excessive absence OR failure to participate fully in class discussions, ad campaign planning and class learning activities will result in the lowering of the final 10% class participation grade.

Arriving late or leaving early from class will count as a partial absence. (1/4). It is recommended that you e-mail the instructor if you will be absent for **more than one** class meeting.

**COLLEGE WITHDRAWAL POLICY**

After the add/drop period and before the last week of the semester a student may withdraw from a course by obtaining a "Withdrawal Request Card" from the Registrar and requesting the instructor's signature. A grade of W, which does not affect QPA or class standing is recorded on the student's transcript to indicate formal withdrawal. ***Failure to withdraw officially from a course may result in an F grade*** and/or academic probation. No student can receive a grade of INC. (incomplete) unless he/she has officially requested it in writing. This option must be discussed with the instructor before the final exam and approved by the Dean of Instruction.

**NOTE WELL:**

**IMPORTANT DATES:**

Quiz #1	THURSDAY, SEPT. 18, 2008
Quiz #2	THURSDAY, OCT. 2, 2008
Midsemester exam	THURSDAY, OCT. 16, 2008
Quiz #3	THURSDAY, NOV 6, 2008
Quiz #4	THURSDAY, NOV. 20, 2008
Final exam (tentative date)	THURSDAY, DEC. 18, 2008

**ADVERTISING CAMPAIGN PRESENTATIONS: DECEMBER 9, 11, 16th, 2008**

**RECOMMENDED INTERNET WEB-SITES:**

adresource.com	adage.com
iab.net	askjeeves.com
ebay.com	cnn.org
clickz.com	vh1.com
yahoo.com	digitalcity.com/hartford
aol.com	adweek.com
bizrate.com	priceline.com
cyberatlas.com	internetadvertising.org
internetnews.com/	1to1.com

*In addition, pertinent web sites are listed at the end of each text chapter.*

**RECOMMENDED PERIODICALS**

ADWEEK	MARKETING NEWS
ADVERTISING AGE	JOURNAL OF AMERICAN
MARKETING	
BUSINESS WEEK	THE NEW YORK TIMES,
BUSINESS PAGES	
SALES AND MARKETING MANAGEMENT	SELLING
FORBES	THE WALL STREET JOURNAL
FORTUNE	WALL STREET WEEK
HARVARD BUSINESS REVIEW	JOURNAL OF RETAILING
INC. MAGAZINE	SUPERMARKETS WEEKLY
HISPANIC BUSINESS	CONNECTICUT BUSINESS

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Use of current advertising examples is highly recommended. For some topics the student is required to submit print and/or broadcast examples to illustrate elements of advertising currently studied. The contributions made to the class discussions from these examples will favorably affect the student's class participation grade. These examples can be from popular media and do not need to be from professional journals.

**TEXT: CONTEMPORARY ADVERTISING, 11th ED.** by WILLIAM ARENS  
**WEEK SEQUENCE OF TOPICS CHAPTERS**

1	WHAT IS ADVERTISING TODAY? MARKETING REVIEW THE EVOLUTION OF ADVERTISING	1 2
2	<i>THE ECONOMIC, SOCIAL AND REGULATORY ASPECTS OF ADVERTISING</i>	3
3	MARKETING AND CONSUMER BEHAVIOR: THE FOUNDATIONS OF ADVERTISING	5
4	MARKET SEGMENTATION AND THE MARKETING MIX: DETERMINANTS OF ADVERTISING STRATEGY	6
5	MARKETING AND ADVERTISING PLANNING: TOP-DOWN, BOTTOM-UP AND IMC	8
6	PLANNING MEDIA STRATEGY: FINDING LINKS TO MARKETS	9
7	<i>CREATIVE STRATEGY AND THE CREATIVE PROCESS</i>	12
8	<i>CREATIVE EXECUTION: ART AND COPY</i>	13
9	PRODUCING ADS FOR PRINT, ELECTRONIC AND DIGITAL <i>MEDIA</i>	14
10	USING PRINT <i>MEDIA</i>	15
11	USING ELECTRONIC <i>MEDIA</i> : TELEVISION AND RADIO	16
12	USING DIGITAL, INTERACTIVE <i>MEDIA</i> AND D M	17
13	USING OUT-OF-HOME, EXHIBITIVE AND SUPPLEMENTARY <i>MEDIA</i>	18
14	RELATIONSHIP BUILDING: DIRECT MARKETING, PERSONAL SELLING, AND SALES PROMOTION	10
15	RELATIONSHIP BUILDING: PUBLIC RELATIONS, SPONSORSHIP AND CORPORATE ADVERTISING	11
	<i>TIME PERMITTING: RESEARCH: INFORMATION GATHERING FOR ADVERTISING PLANNING (READ ONLY)</i>	7
	<i>THE SCOPE OF ADVERTISING: FROM LOCAL TO GLOBAL</i>	4
16	<b>GROUP PRESENTATIONS AND FINAL EXAM</b>	