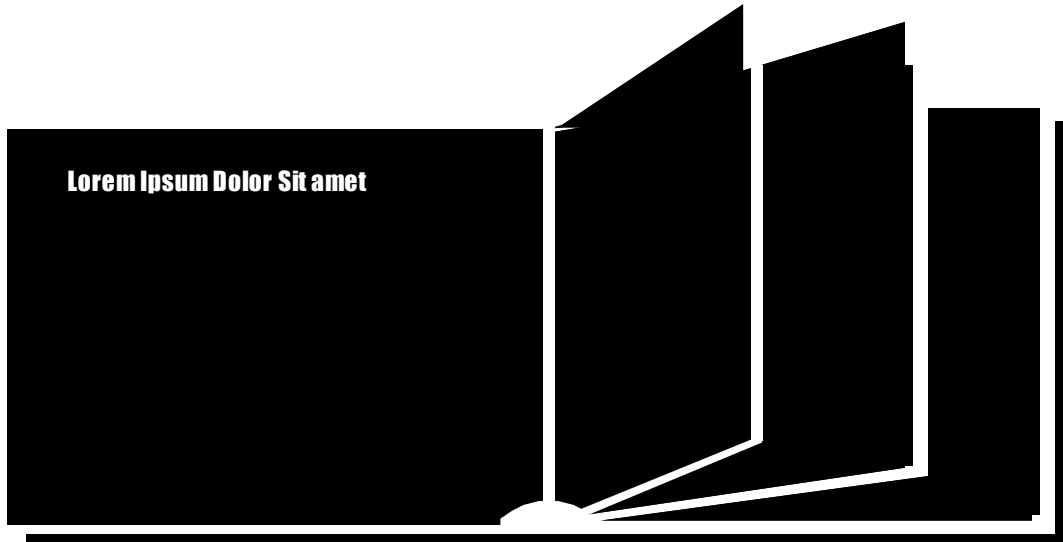


THREE RIVERS COMMUNITY COLLEGE MARKETING PROGRAM



COURSE OF STUDY OUTLINE

SPRING, 2007

PRINCIPLES OF ADVERTISING *BMK 241 - 3 CREDITS*

INSTRUCTOR: IRENE W. CLAMPET

OFFICE PHONE: (860) 383-5231 (VOICE MAIL)
OFFICE: ANNEX BUILDING, ROOM 13

OFFICE HOURS: MONDAY, 2:00-4:00 PM,
WEDNESDAY, 2:00-3:00 PM
OR BY APPOINTMENT

EMAIL: iclampet@trcc.commnet.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:

Arens, William, CONTEMPORARY ADVERTISING (10TH EDITION), New York, N.Y., McGraw-Hill/Irwin Press, 2006.

NOTE: 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, written and oral assignments, four quizzes, a mid-semester exam, a team term project and a final exam. The course work will consist of assigned reading material, group discussions and decisions, analyses of cases, internet research, video and audio examples, lectures, and utilization of student experience to illustrate concepts. The term project will consist of a team advertising campaign presentation utilizing learning from the course. The requirements of 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.

BMK 241
IRENE CLAMPET

GRADING POLICY:

The final grade will consist of the following factors:

4 Quizzes	25%
Class participation, attendance and ad campaign contribution	10%
Term Project (group preparation grade)	15%
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 will be given. *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 grade 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

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 contact the instructor if you will be absent for **more than one** class meeting.

COLLEGE WITHDRAWAL POLICY

After the add/drop period and before April 23, 2007, 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.

PRINCIPLES OF ADVERTISING
I. CLAMPET

RECOMMENDED INTERNET WEB-SITES:

adresource.com
iab.net
ebay.com
clickz.com
yahoo.com
aol.com
bizrate.com
cyberatlas.com
internetnews.com/

adage.com
askjeeves.com
cnn.org
vh1.com
digitalcity.com/hartford
adweek.com
priceline.com
internetadvertising.org
1to1.com

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

RECOMMENDED PERIODICALS

ADWEEK
ADVERTISING AGE
MARKETING
BUSINESS WEEK
BUSINESS PAGES
SALES AND MARKETING MANAGEMENT
FORBES
FORTUNE
HARVARD BUSINESS REVIEW
INC. MAGAZINE
HISPANIC BUSINESS

MARKETING NEWS
JOURNAL OF AMERICAN

THE NEW YORK TIMES,

SELLING
THE WALL STREET JOURNAL
WALL STREET WEEK
JOURNAL OF RETAILING
SUPERMARKETS WEEKLY
CONNECTICUT BUSINESS

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 effect the student's class participation grade. These examples can be from popular media and do not need to be from professional journals.

NOTE WELL:

IMPORTANT DATES:

Quiz #1	WEDNESDAY, Feb.7, 2007
Quiz #2	WEDNESDAY, Feb. 21, 2007
Midsemester exam	WEDNESDAY, March 7, 2007
Quiz #3	WEDNESDAY, April 11, 2007
Quiz #4	WEDNESDAY, April 25, 2007
Final exam (tentative date)	WEDNESDAY, May 9, 2007

ADVERTISING CAMPAIGN PRESENTATIONS: April 30th, May 2nd, 7th, 2007

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</i> AND THE <i>CREATIVE</i> PROCESS	12
8	<i>CREATIVE</i> EXECUTION: ART AND COPY	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
<u>INTEGRATED MARKETING COMMUNICATIONS TOOLS</u>		
14	RELATIONSHIP BUILDING: DIRECT MARKETING, PERSONAL SELLING, AND SALES PROMOTION	10
15	RELATIONSHIP BUILDING: PUBLIC RELATIONS, SPONSORSHIP AND CORPORATE ADVERTISING	11
<u>TIME PERMITTING:</u>		
	RESEARCH: INFORMATION GATHERING FOR ADVERTISING PLANNING (READ ONLY)	7
	THE SCOPE OF ADVERTISING: FROM LOCAL TO GLOBAL	4
16	GROUP PRESENTATIONS AND FINAL EXAM	