

THREE RIVERS COMMUNITY COLLEGE MARKETING PROGRAM



COURSE OF STUDY OUTLINE

FALL, 2011

TUESDAYS, THURSDAYS: 1:00–2:15

PRINCIPLES OF ADVERTISING

BMK 241 - 3 CREDITS

BANNER # 31240

PROFESSOR: IRENE W. CLAMPET

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

OFFICE HOURS: TUESDAYS, THURSDAYS: 10:00-11:00 AM,
3:45-4:15 PM
OR BY APPOINTMENT

EMAIL: iclampet@trcc.commnet.edu

OFFICE: *C-126*

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:

Clow, Kenneth and Baack, Donald: INTEGRATED ADVERTISING, PROMOTION AND MARKETING COMMUNICATIONS (5th edition),
New York, N.Y., Prentice Hall, 2012.

ISBN # 978032538961

Additional readings will be assigned as 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 global 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 as a resource 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 **Blackboard Web discussions and collaboration** during the second half of the semester. Some out-of-class time may be necessary to prepare for the class presentation.

*****NOTE WELL:**

GRADING POLICY:

The final grade will consist of the following factors:

4 Quizzes	30%
Class participation, attendance and ad campaign contribution	10%
Term Project (group preparation grade)	10%
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. 22, 2011
Quiz #2	THURSDAY, OCT. 6, 2011
Midsemester exam	THURSDAY, OCT. 20, 2011
Quiz #3	THURSDAY, NOV. 10, 2011
Quiz #4	THURSDAY, DEC. 1, 2011
Final exam	THURSDAY, DEC.15, 2011

ADVERTISING CAMPAIGN PRESENTATIONS: DECEMBER 8, 13, 2011

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

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.

Academic Dishonesty Policy:

Grounds for Dismissal from the Course

Academic Dishonesty shall in general mean conduct which has as its intent or effect the false representation of a student's academic performance, including but not limited to (a) cheating on an examination, (b) collaborating with others in work to be presented, contrary to the stated rules of the course, (c) plagiarizing, including the submission of others' ideas or papers (whether purchased, borrowed, or otherwise obtained) as one's own, (d) stealing or having unauthorized access to examination or course materials, (e) falsifying records of laboratory or other data, (f) submitting, if contrary to the rules of a course, work previously presented in another course, and (g) knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed

TEXT: INTEGRATED ADVERTISING, PROMOTION AND
MARKETING COMMUNICATIONS (5th ed.) by Clow and Baack

WEEK	SEQUENCE OF TOPICS	CHAPTERS
	THE IMC FOUNDATION	
1	Integrated Marketing Communications	1
2	Corporate Image and Brand Management	2
3	Buyer Behaviors	3
4	The IMC Planning Process	4
	IMC ADVERTISING TOOLS	
5	Advertising Management	5
6	Advertising Design: Theoretical Frameworks and Types of Appeals	6
7	Advertising Design: Message Strategies and Executional Frameworks	7
	IMC MEDIA TOOLS	
8	Traditional Media Channels	8
9	E-Active Marketing	9
10	Alternative Marketing	10
	IMC PROMOTIONAL TOOLS	
11	Database and Direct Response Marketing and Personal Selling	11
12	Sales Promotions	12
13	Public Relations and Sponsorship Programs	13
	IMC ETHICS, REGULATION AND EVALUATION	
14	Regulations and Ethical Concerns	14
15	Evaluating an Integrated Marketing Program	15
16	GROUP PRESENTATIONS AND FINAL EXAM	