

**THREE RIVERS COMMUNITY COLLEGE  
MARKETING PROGRAM**



**COURSE OF STUDY OUTLINE**

**FALL, 2012**

**TUESDAYS, THURSDAYS: 11:00–12:15**

***PRINCIPLES OF ADVERTISING***

***BMK 241 - 3 CREDITS***

**BANNER # 31240**

**PROFESSOR: IRENE W. CLAMPET**

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

**OFFICE HOURS: TUESDAYS, THURSDAYS 1:00-2:30 PM,  
OFFICE: C-126 OR BY APPOINTMENT**

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**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, broadcast media, social 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 (13th EDITION), New York, N.Y., McGraw-Hill/Irwin Press, 20011.

**ISBN # 9780073530031**

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, 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, social media sources, 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, including peer input	20%
Term Project (group 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.

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

**##### NO MAKE UP QUIZZES! NO EXCEPTIONS! THIS MEANS YOU!**

**I do not accept doctor's notes.**

**I do not evaluate excuses. If you miss a quiz, that is the one that is dropped. If you miss 2 quizzes, one is a zero grade.**

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 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. **I do not accept doctor's notes or evaluate excuses.** 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 December 10, 2012 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. 13, 2012
Quiz #2	THURSDAY, OCT. 4, 2012
Midsemester exam	THURSDAY, OCT. 18, 2011
Quiz #3	THURSDAY, NOV 8, 2012
Quiz #4	THURSDAY, NOV. 29, 2012
Final exam (tentative date)	THURSDAY, DEC. 13, 2012

**ADVERTISING CAMPAIGN PRESENTATIONS:  
DECEMBER 6<sup>th</sup> (Thurs.), 11<sup>th</sup> (Tues.), 2012**

**SUGGESTED BUSINESS REFERENCES AND SOURCES:**

**MAGAZINES, JOURNALS AND WEB-SITES**

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 examples of ads from sources (on-line, print and/or broadcast) 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 traditional media and social media and do not need to be from professional journals.

**TEXT: CONTEMPORARY ADVERTISING, 13th ED.** by WILLIAM ARENS

<b>WEEK</b>	<b>SEQUENCE OF TOPICS</b>	<b>CHAPTERS</b>
1	ADVERTISING TODAY? MARKETING REVIEW	1
2	THE EVOLUTION OF ADVERTISING	2
3	MARKETING AND CONSUMER BEHAVIOR: THE FOUNDATIONS OF ADVERTISING	5
4	MARKET SEGMENTATION AND THE MARKETING MIX: DETERMINANTS OF ADVERTISING STRATEGY	6
5	PLANNING MEDIA STRATEGY: DISSEMINATING THE MESSAGE	9
6, 7	<i>CREATIVE STRATEGY</i> AND THE <i>CREATIVE</i> PROCESS	10
8	<i>CREATIVE</i> EXECUTION: ART AND COPY	11
9	PRODUCING ADS FOR PRINT, ELECTRONIC AND DIGITAL <i>MEDIA</i>	12
10	USING PRINT <i>MEDIA</i>	13
11	USING ELECTRONIC <i>MEDIA</i> : TELEVISION AND RADIO	14
12	USING DIGITAL, INTERACTIVE <i>MEDIA</i> AND D M	15
13	USING OUT-OF-HOME, EXHIBITIVE AND SUPPLEMENTARY <i>MEDIA</i>	16
<b><u>TIME PERMITTING:</u></b>		
14	RELATIONSHIP BUILDING: DIRECT MARKETING, PERSONAL SELLING, AND SALES PROMOTION	17
15	RELATIONSHIP BUILDING: PUBLIC RELATIONS, SPONSORSHIP AND CORPORATE ADVERTISING	18
16	<b>GROUP PRESENTATIONS FINAL EXAM</b>	