

# **BUS 345 - ADVERTISING**

## **SYLLABUS**

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### **COURSE DELIVERY:**

Print-Based Correspondence Course

### **CREDIT HOURS:**

Three Semester Hours

### **COURSE MATERIALS:**

#### **Required Textbook:**

O'Guinn, Allen, and Semenik (2006). *Advertising and integrated brand promotion*. (4<sup>th</sup> ed.). Mason, Ohio: Southwestern Educational Publishing.  
ISBN: 0-324-28956-1

### **CATALOG DESCRIPTION:**

This course discusses the history, purposes, and regulations of the advertising industry. Topics covered include creative principles, media advantages and disadvantages, the structure of the industry, advertising planning and promotions, media planning, regulation of advertising, and coordination with other promotion activities.

### **STUDENT LEARNING OUTCOMES:**

As you work your way through each chapter, the following will help to narrow your focus/area of study upon those key points of importance within each chapter.

#### Chapter 1

- ✓ Know what advertising and integrated brand promotion (IBP) are and what they can do.
- ✓ Discuss a basic model of advertising communication.
- ✓ Describe the different ways of classifying audiences for advertising.
- ✓ Explain the key roles of advertising as a business process.
- ✓ Understand the concept of integrated brand promotions (IBP) and the role advertising plays in the process.

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## Chapter 2

- ✓ Discuss important trends transforming the advertising and promotion industry.
- ✓ Describe the advertising and promotion industry's size, structure, and participants.
- ✓ Discuss the role played by advertising and promotion agencies, the services provided by these agencies, and how they are compensated.
- ✓ Identify key external facilitators who assist in planning and executing advertising and IBP campaigns.
- ✓ Discuss the role played by media organizations in executing effective advertising and IBP campaigns.

## Chapter 3

- ✓ Explain why advertising is an essential feature of capitalistic economic systems.
- ✓ Describe manufacturers' dependence on advertising, promotion, and branding in achieving balanced relationships with retailers.
- ✓ Discuss several significant eras in the evolution of advertising in the United States, and relate important changes in advertising practice to fundamental changes in society and culture.
- ✓ Identify forces that will continue to affect the evolution of advertising.

## Chapter 4

- ✓ Identify the benefits and problems of advertising and promotion in a capitalistic society, and debate a variety of issues concerning their effects on society's well-being.
- ✓ Explain how ethical considerations affect the development of advertising and IBP campaigns.
- ✓ Discuss the role of government agencies in the regulation of advertising and promotion.
- ✓ Explain the meaning and importance of self-regulation for firms that develop and use advertising and promotion.
- ✓ Discuss the regulation of the full range of techniques used in the IBP process.

## Chapter 5

- ✓ Describe the four basic stages of consumer decision making.
- ✓ Explain how consumers adapt their decision-making processes as a function of involvement and experience.
- ✓ Discuss how advertising may influence consumer behavior through its effects on various psychological states.
- ✓ Discuss the interaction of advertising and culture.
- ✓ Discuss the role of sociological factors in consumer behavior and advertising response.
- ✓ Discuss how advertising transmits sociocultural meaning.

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## Chapter 6

- ✓ Explain the process known as STP marketing.
- ✓ Describe different bases that marketers use to identify target segments.
- ✓ Discuss the criteria used for choosing a target segment.
- ✓ Identify the essential elements of an effective positioning strategy.
- ✓ Review the necessary ingredients for creating a brand's value proposition.

## Chapter 7

- ✓ Explain the purposes served by and methods used in developmental advertising research.
- ✓ Identify sources of secondary data that can aid the IBP planning effort.
- ✓ Discuss the purposes served by and methods used in copy research.

## Chapter 8

- ✓ Describe the basic components of an advertising plan.
- ✓ Compare and contrast two fundamental approaches for setting advertising objectives.
- ✓ Explain various methods for setting advertising budgets.
- ✓ Discuss the role of the advertising agency in formulating an advertising plan.

## Chapter 9

- ✓ Explain the types of audience research that are useful for understanding cultural barriers that can interfere with effective communication.
- ✓ Identify three distinctive challenges that complicate the execution of advertising in international settings.
- ✓ Describe the three basic types of advertising agencies that can assist in the placement of advertising around the world.
- ✓ Discuss the advantages and disadvantages of globalized versus localized advertising campaigns.

## Chapter 10

- ✓ Describe the core characteristics of great creative methods.
- ✓ Contrast the role of an advertising agency's creative department with that of its business managers/account executives, and explain the tensions between them.

## Chapter 11

- ✓ Identify nine objectives of message strategy.
- ✓ Identify methods for executing each message strategy objective.
- ✓ Discuss the strategic implications of various methods used to execute each message strategy objective.

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## Chapter 12

- ✓ Explain the need for a creative plan in the copy-writing process.
- ✓ Detail the components of print copy, along with important guidelines for writing effective print.
- ✓ Describe various formatting alternatives for radio ads and articulate guidelines for writing effective radio copy.
- ✓ Describe various formatting alternatives for television ads and articulate guidelines for writing effective television copy.

## Chapter 13

- ✓ Identify the basic purposes, components, and formats of print ad illustrations.
- ✓ Describe the principles and components that help ensure the effective design of print ads.
- ✓ Detail the stages that art directors follow in developing the layout of a print ad.
- ✓ Discuss the activities and decisions involved in the final production of print ads.
- ✓ Identify the various players who must function as a team to produce television ads.
- ✓ Discuss the specific stages and costs involved in producing television ads.
- ✓ Describe the major formatting options for television ad production.

## Chapter 14

- ✓ Describe the important changes that have altered the advertising and IBP media landscape such as agency compensation, ROI demands, ethnic media, and globalization.
- ✓ Describe the fundamentals of media planning.
- ✓ Discuss the “real deals” in media planning.
- ✓ Discuss the essentials of the contemporary media planning environment.
- ✓ Know the bottom line of IBP’s impact on media planning.
- ✓ Discuss the value of traditional advertising.

## Chapter 15

- ✓ Detail the pros and cons of newspapers as a media class, identify newspaper categories, and describe buying and audience measurement for newspapers.
- ✓ Detail the pros and cons of magazines as a media class, identify magazine categories, and buying and audience measurement for magazines.
- ✓ Detail the pros and cons of television as a media class, identify television categories, and describe buying and audience measurement for television.
- ✓ Detail the pros and cons of radio as a media class, identify radio categories, and describe buying and audience measurement for radio.

## Chapter 16

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- ✓ Understand the basic components and operation of the Internet.
- ✓ Identify the nature of the Internet as a medium available for communication advertising and promotion messages.
- ✓ Describe the different types of search engines used to surf the Web.
- ✓ Describe the different advertising options on the Web.
- ✓ Discuss the issues involved in establishing a site on the World Wide Web.

### Chapter 17

- ✓ Describe the role of support media in a comprehensive media plan.
- ✓ Justify the growing popularity of event sponsorship as another supporting component of a media plan.
- ✓ Explain the benefits and limitations of connecting with entertainment properties in building a brand.
- ✓ Discuss the challenges presented by the ever-increasing variety of communication and branding tools for achieving IBP.

### Chapter 18

- ✓ Explain the importance and growth of different types of sales promotion.
- ✓ Describe the main sales promotion techniques used in the consumer, trade channel, and business markets.
- ✓ Identify the risks to the brand of using sales promotion.
- ✓ Understand the role and techniques of point-of-purchase advertising.
- ✓ Explain the coordination issues for IBP associated with using sales promotion and point-of-purchase advertising.

### Chapter 19

- ✓ Identify the three primary purposes served by direct marketing and explain its growing popularity.
- ✓ Distinguish a mailing list from a marketing database and review the many applications of each.
- ✓ Describe the primary media used by direct marketers in delivering their messages to the consumer.
- ✓ Articulate the added challenge created by direct marketing for achieving IBP.

### Chapter 20

- ✓ Explain the role of public relations as part of an organization's overall IBP strategy.
- ✓ Detail the objectives and tools of public relations.
- ✓ Describe how firms are using buzz and viral marketing in the public relations effort.
- ✓ Describe two basic strategies motivating an organization's public relations activities.

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- ✓ Discuss the applications and objectives of corporate advertising.

## **COURSE REQUIREMENTS:**

Each lesson in this course consists of chapter reading assignments and one-page typed chapter summaries based upon objectives set forth at the beginning of assigned chapters. After completion of all assigned homework, you are required to complete a final project which is outlined in detail in the next section. 1000 total points are possible for this course with the grade distribution scale and point break out found below.

## **GRADE DISTRIBUTION AND SCALE:**

In alignment with ASC academic policies, no D may apply to a major or minor field.

### **Grade Distribution:**

12 Chapter Summaries	600 points (50 points each)
Final Project	<u>400 points</u>
Total Points	1000

### **Scale:**

900-1000	A
800-899	B
700-799	C
600-699	D
599 and below	F

## **ADA STATEMENT:**

Students who need special accommodation to complete this class should contact the instructor and the Office of Student Affairs, 719.587.7221 as soon as possible.