BUS 345 – ADVERTISING

SYLLABUS

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Dana Point, CA 92629

COURSE DELIVERY:
Print-Based Correspondence Course

CREDIT HOURS:
Three Semester Hours

PREREQUISITES:
BUS 304

COURSE TIME LIMITS:
A minimum of six weeks and a maximum of one calendar year (from the enrollment date) is the established time frame available for completion of the course.

COURSE MATERIALS:
Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to exstudies.adams.edu and click on the "Bookstore" link. Select "DISTLEARN" from the department menu. (http://adams.edu/students/sub/bookstore/)

Use Section Number: 827 to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.

Required Textbook:
BUS 345 – ADVERTISING

Online Supplement (optional):

Connect Interactives (purchased through McGraw-Hill), companion to the text.

CATALOG DESCRIPTION:

Advertising (BUS 345) covers strategic planning, processes and tools currently utilized in the fast-paced, ever changing integrated marketing communications industry. Topics covered include target marketing and consumer behavior; objective setting and budgeting; creative strategy and media planning, implementation and evaluation; and an in-depth review of current promotional mix tools and strategies including advertising, direct marketing, interactive marketing, sales promotion, publicity and personal selling.

STUDENT LEARNING OUTCOMES:

Upon completion of this course, the student will be able to:

Chapter 1: Overview of Integrated Marketing Communications
  • Examine the marketing communication function and the growing importance of advertising and other promotional elements in the marketing programs of domestic and foreign companies.
  • Introduce the concept of integrated marketing communications (IMC) and consider how it has evolved.
  • Examine reasons for the increasing importance of the IMC perspective in planning and executing advertising and promotional programs.
  • Introduce the various elements of the promotional mix and consider their roles in an IMC program.
  • Examine the various types of contact points through which marketers communicate with their target audiences.
  • Examine how various marketing and promotional elements must be coordinated to communicate effectively.
  • Introduce a model of the IMC planning process and examine the steps in developing a marketing communications program.

Chapter 2: Role of IMC in Marketing Process
  • Understand the marketing process and the role of advertising and promotion in an organization's integrated marketing program.
  • Understand the concept of target marketing in an integrated marketing communications program.
  • Recognize the role of market segmentation and its use in an integrated marketing communications program.
  • Understand the use of positioning and repositioning strategies.
  • Know the various decision areas under each element of the marketing mix and how they influence and interact with advertising and promotional strategy.
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Chapter 4: Consumer Behavior
- Understand the role consumer behavior plays in the development and implementation of advertising and promotional programs.
- Understand the consumer decision-making process and how it varies for different types of purchases.
- Understand various internal psychological processes, their influence on consumer decision making, and implications for advertising and promotion.
- Recognize the various approaches to studying the consumer learning process and their implications for advertising and promotion.
- Recognize external factors such as culture, social class, group influences, and situational determinants and how they affect consumer behavior.
- Understand alternative approaches to studying consumer behavior.

Chapter 7: Objective Setting and Budgeting
- Recognize the importance and value of setting specific objectives for advertising and promotion.
- Understand the role objectives play in the IMC planning process and the relationship of promotional objectives to marketing objectives.
- Know the differences between sales and communications objectives and the issues regarding the use of each.
- Recognize some problems marketers encounter in setting objectives for their IMC programs.
- Understand the process of budgeting for IMC.
- Understand theoretical issues involved in budget setting.
- Know various methods of budget setting.

Chapter 8: Creative Strategy – Planning and Development
- Discuss what is meant by advertising creativity and examine the role of creative strategy in advertising.
- Consider the process that guides the creation of advertising messages and the research inputs into the stages of the creative process.
- Examine creative strategy development and the roles of various client and agency personnel involved in it.
- Examine various approaches used for determining major selling ideas that form the basis of an advertising campaign.

Chapter 9: Creative Strategy – Implementation and Evaluation
- Analyze various types of appeals that can be used in the development and implementation of an advertising message.
- Analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.
- Analyze various tactical issues involved in the creation of print advertising and TV commercials.
- Consider how clients evaluate the creative work of their agencies and discuss guidelines for the evaluation and approval process.
Chapter 10: Media Planning and Strategy
- Understand the key terminology used in media planning.
- Know how a media plan is developed.
- Know what constitutes media objectives.
- Know the process of developing and implementing media strategies.
- Be familiar with various characteristics of media.

Chapter 11: TV and Radio
- Examine the structure of the television and radio industries and the role of each medium in the advertising program.
- Consider the advantages and limitations of TV and radio as advertising media.
- Explain how advertising time is purchased for the broadcast media, how audiences are measured, and how rates are determined.
- Consider future trends in TV and radio and how they will influence the use of these media in advertising.

Chapter 12: Print Media
- Examine the various types of magazines and newspapers and the value of each as an advertising medium.
- Analyze the advantages and limitations of magazines and newspapers as advertising media.
- Discuss how advertising space is purchased in magazines and newspapers, how readership is measured, and how rates are determined.
- Consider future developments in magazines and newspapers and how these trends will influence their use as advertising media.

Chapter 13: Support Media
- Examine the role of support media in the IMC program.
- Recognize the various traditional and nontraditional support media available to the marketer in developing an IMC program.
- Develop an understanding of the advantages and disadvantages of support media.
- Know how audiences for support media are measured.

Chapter 14: Direct Marketing
- Recognize the area of direct marketing as a communications tool.
- Know the strategies and tactics involved in direct marketing.
- Demonstrate the use of direct-marketing media.
- Determine the scope and effectiveness of direct marketing.
Chapter 15: Internet and Interactive Marketing
- Understand the role of the Internet and interactive media in an IMC program.
- Understand the use of Web 1.0 and Web 2.0 media platforms in the IMC process.
- Understand how to evaluate the effectiveness of communications through the Internet.
- Know the advantages and disadvantages of the Internet and interactive media.
- Examine the role of additional online media.

Chapter 16: Sales Promotion
- Understand the role of sales promotion in a company's integrated marketing communications program and to examine why it is increasingly important.
- Examine the various objectives of sales promotion programs.
- Examine the types of consumer- and trade-oriented sales promotion tools and the factors to consider in using them.
- Understand how sales promotion is coordinated with advertising.
- Consider potential problems and abuse by companies in their use of sales promotion.

Chapter 17: Public Relations, Publicity and Corporate Advertising
- Recognize the roles of public relations, publicity, and corporate advertising in the promotional mix.
- Know the difference between public relations and publicity and demonstrate the advantages and disadvantages of each.
- Understand the reasons for corporate advertising and its advantages and disadvantages.
- Know the methods for measuring the effects of public relations, publicity, and corporate advertising.
- Understand the different forms of corporate advertising.

Chapter 22: Personal Selling
- Understand the role of personal selling in the integrated marketing communications program.
- Know the advantages and disadvantages of personal selling as a promotional program element.
- Understand how personal selling is combined with other elements in an IMC program.
- Know methods used to determine the effectiveness of the personal selling effort.

Chapter 19: International Advertising and Promotion
- Examine the importance of international marketing and the role of international advertising and promotion.
- Review the various factors in the international environment and how they influence advertising and promotion decisions.
- Consider the pros and cons of global versus localized marketing and advertising.
- Examine the various decision areas of international advertising.
- Understand the role of other promotional mix elements in the international integrated marketing communications program.
Chapter 21: Ethics
- Consider various perspectives concerning the ethical aspects of advertising and promotion.
- Consider various perspectives concerning the social aspects of advertising and promotion.
- Evaluate the social criticisms of advertising.
- Examine the economic role of advertising and its effects on consumer choice, competition, and product costs and prices.

**COURSE REQUIREMENTS:**

**Introduction/Syllabus Agreement:**
Please submit your introduction (detailed in the Study Guide) as soon as possible so that I will know you have read through the course requirements, agree to the Syllabus and that you are beginning the course.

**Discussion Summaries:**
Each lesson in this course consists of chapter reading assignments and responses to discussion questions posed within the chapter readings. To get full credit for your responses, you must retype the questions and then provide your responses. Writing style should be business professional and in the third person, unless you are referring to a personal example (which I encourage – examples help show that you have a firm grasp of the material).

**Final Project:**
After completion of all assigned homework, you are required to complete a Final Project (40 points) which is outlined in detail in the Study Guide. 100 total points are possible for this course with the Grade Distribution and Grade Scale found below.

All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.

If questions arise throughout the course, please contact me at hashbach@live.com. Please save phone calls for emergencies only; I like to have a record of all correspondence. If you are communicating via mail, please provide self-addressed, stamped envelopes in order for your work to be returned to you.

**COMPUTER / INTERNET REQUIREMENTS:**

Components of this course may require internet or other computer use. If you do not have access to a computer and/or word processing software, please contact the instructor prior to starting the course.
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GRADE DISTRIBUTION AND SCALE:
In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution:

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<td>Final Project</td>
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Grade Scale:

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ADA STATEMENT:

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at odsd@adams.edu, or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

ACADEMIC INTEGRITY:

The Adams State University Student Handbook prohibits all forms of academic dishonesty. These include cheating, plagiarism, forgery, furnishing false information, and alteration or misuse of documents, records, or identification. If you engage in course-related academic dishonesty, you will receive a failing grade for the assignment in question or for the class based on the seriousness of the infraction. Please see the Student Handbook under the section Academic Integrity. I do not take this policy lightly. If you submit work that is lifted completely from the book, an online source (which is not properly cited) or another person’s work, you will fail this course. All written work is subject to plagiarism detection software review.

EXAMINATIONS:

There are no exams required/administered in this course.