

BUS 345 – ADVERTISING

Course Syllabus

Syllabus Objective

The purpose of this syllabus is to guide the participant in the requirements, demands, logistics and expectations of this course.

Getting Help

To receive technical assistance on issues related to Blackboard contact:

*Academic Instructional Technology Help Desk
Monday-Friday 8:00 a.m. - 5:00 p.m. Mountain Time
719.587.7371
asaitc@adams.edu*

To receive technical assistance on issues related to Blackboard Collaborate, 24 hours a day 7 days a week, call: 1(877)382-2293.

Welcome

Welcome to Advertising & Integrated Marketing Communications!

This course features the strategic planning, processes and tools currently utilized in the fast-paced, ever changing integrated marketing communications industry. We'll cover topics such as 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.

And we'll do all of this using some really fun, interactive and real world examples of advertising – some that have worked, some not so much.

But first things first. Before you dive into the course material, you need to spend some time reviewing the entire syllabus. I encourage questions throughout the course, but please be aware that you are responsible for fully understanding the syllabus and if questions are asked that are addressed within, I will direct you back to the syllabus. Bottom line: Read very carefully and pay attention to the information presented in your syllabus. Email is my preferred method

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Instructor Information

Instructor: Heather Ashbach
Email: hashbach@adams.edu
Virtual Office Hours: Thursdays 1 p.m. (MST) via email

Course Delivery

Online, Semester-based

Credit Hours

3 Semester Hours

Course Prerequisites

None

Course Time Limits

All Semester-based courses follow a 16 week calendar as detailed in the Course Schedule.

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 the campus "Extended Studies".
(www.bkstr.com/adamsstatestore/home)

Use **Section Number: 1694** 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 by phone at 719-587-7912, email at asubookstore@adams.edu, or by mail to Adams State University Bookstore, 1603 1st Street, Alamosa, CO 81101.

Required Textbook:

Belch & Belch (2012). Advertising and Promotion: An Integrated Marketing Communications Perspective. 10th ed. New York: McGraw-Hill/Irwin. ISBN 978-0078028977

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Connect Interactives (purchased through McGraw-Hill), companion to the text. Note: You will need to purchase online access, but you may choose the "Free Trial" first. HOWEVER, be sure to use the same email address when you purchase Connect in order to save the work you did under the Free Trial

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:

1. Apply the marketing framework's concepts and terms, especially those related to the promotional mix.
2. Select the best message, frequency, and media vehicles to promote a product or service.
3. Relate the influence of cultural diversity on advertising in a global environment.
4. Discuss and apply current legal and ethical standards related to the practice of advertising.
5. Design a successful advertising campaign consistent with the goals of an organization and its employment recruiting team.

Course Requirements

Academic Integrity Quiz

You are required to read **and accept the Adams State Academic Integrity Policy**. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

Syllabus Quiz

Listed under Assessments, this five-question quiz serves as proof that you have read and adhere to the syllabus requirements. Completion of this quiz is required in order to receive a final course grade.

Course Overview

Included within each module will be some variety of the following elements:

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- Learning objectives and outcomes
- Lesson summary and quick notes on the material
- Reading assignment

Assignments may include all or some of the following within each module:

- Discussion prompt
- Applied knowledge work (written responses to prompts, creation of marketing pieces, sales pitches, etc)
- Connect Interactive assignment
- Project Prompt
- Academic Integrity Quiz
- Syllabus Quiz

You are free to work ahead on the learning modules, but participation in discussions will be limited to the week in which they are assigned (follow up with classmates is due the week after). Think about it; it would be hard to have a real discussion with your classmates if you were the only one working ahead and had already posted your prompt with no one to respond or interact with. And I am of the mindset that discussions and collaboration with your peers is really where we all learn, so be prepared to provide quality posts and interactive dialogues with your fellow students.

All discussions and module assignments will be due by 11:59 p.m. Mountain Standard Time on the Saturday of the week they are assigned (see your course schedule/assignment list for dates). Again, you can work ahead on the module assignments, but remember they are due by the date assigned in the course schedule/assignment list. Late work is not accepted. Period. The beauty of an online course is that you can do it from anywhere and that is expected of you, whether that means you're responding to discussions about ethics in sports while on a sandy beach somewhere amazing for vacation or you're stuck in a work conference all week with a spotty hotel internet connection. Do not wait until the last minute to complete your work in case you run into a technical issue that prevents you from turning in your work on time.

Connect Interactives

The Connect supplement is required for this course. It is an online platform where your weekly interactive assignments will be conducted. As stated above, you can use the three-week trial version before purchasing the full Connect supplement, but you will be required to use the same email for both. When accessing Connect, you must always do so through Blackboard by clicking on the assignment link in each module. If you attempt to access your assignments directly through Connect, bypassing the Blackboard link, your grade may not transfer correctly. You may work ahead on the interactives, but remember they are due within the week assigned.

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If you run into a technical issue with Connect, please call Connect Tech Support at 800.331.5094. Their support hours are listed at <http://mpss.mhhe.com/>. You'll also find a cool chat tool there which you may find more helpful than a phone call.

Each interactive is worth 2 pts.

Discussions

Discussions in an online class function differently than they do in a traditional classroom, but they serve the same purpose. They allow you to interact with your classmates and learn from one another's ideas. The prompts in this course are designed to get you thinking about how the material applies to your life and will ask you to draw from personal experiences with the topic. You should plan to actively and consistently participate in each discussion; they constitute a large chunk of your grade.

Discussions will open at 12:01 a.m. on the date the module begins.

When posting to the discussion area, please type in your comments directly into the discussion forum (i.e. do not type your comments into a document and then attach it to the discussion).

When viewing the discussion item for the week, you will only see the prompt. **You will not be able to see others' posts until you post your original response.**

You will have one week following the discussion to respond to at least two posts of your classmates in order to receive full credit for the discussion.

To gain full credit for the discussion item, **you must post your original response and then respond to at least two other student posts.**

Remember this is an academic setting so I'm wanting to see clear examples (either through descriptions or samples) and thoughtful analysis. Constructive feedback/responses are the only kind that will be tolerated. Please be courteous. Don't flame (i.e., post insults, invective, or other personally disrespectful comments) or post flamebait (i.e., deliberately provocative or manipulative material intended or likely to elicit flames).

Please be careful in the use of sarcasm and irony. Online communication lacks the subtle nonverbal cues that help us interpret such rhetorical flourishes in face-to-face settings, so that it is easy to miss the point or misunderstand. More importantly, it is easy to give or take offense where none is intended. Accordingly, give people the benefit of the doubt, and if you are misunderstood, don't get defensive. You might also consider using such rhetorical devices somewhat less in this medium than you would in ordinary conversation, since they are generally less effective here.

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Please don't post excessively or monopolize the conversation. Remember that multiple shoot-from-the-hip posts are much less effective than fewer carefully-thought-out ones, and that some patience in responding will encourage more contributors with a wider variety of ideas and perspectives to participate.

You can also use a simple text editor like Notepad (default text editor in Windows) to compose your answer; then copy and paste into the discussion thread and use the text editing features in Blackboard to format your response. (Be aware that some students have experienced problems copying and pasting from Word into a forum post when using Firefox.)

Once you have copied the plain text, you can use the tools in Blackboard to format your response. There are bulleted and numbered lists, as well as character formatting options. You can also just type directly into the discussion thread and use the text editing tools. While Blackboard is less likely to time out, the possibility still exists that if you take too long to formulate your response, you may be timed out when you click Submit.

Avoid typing in all capital letters, as this is considered to be shouting and is considered rude. Avoid the use of emoticons (emotion icons), abbreviations and informal language. Text messaging abbreviations are not appropriate. Please be tolerant of those who are still learning how to use the Web and this forum (e.g., people who accidentally send multiple copies of the same message, PEOPLE WHO FORGET AND LEAVE THEIR CAPS LOCK KEY ON WHEN TYPING).

Each discussion is worth 5 pts.

Project

Using the outline provided below and detailed in Chapter 1, you will produce a formalized advertising plan.

You can choose to work with a **small business in your area or create a plan for a business you would like to someday run**. Before beginning work on your project, you will need to get approval on the organization you will be assisting. Large corporations like Pepsi, Nike, etc are not good fits for this project as you must have a personal contact within the organization. **You must have approval on your organization before beginning work**. If you do not get prior approval and submit a project at the end of the course that does not meet the requirements, you will receive a zero.

By the end of week 5, you will need to have determined your organization. At this time, you will submit a 1-page, single spaced Business Proposal outlining your organization with the following elements:

- ✓ Name of organization.

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- ✓ Contact at the organization (list yourself if you are creating a plan for a business you would someday like to run).
- ✓ General background (what the business does/produces, who it serves, etc).
- ✓ Address whether you will be analyzing a current plan or developing a new plan.
- ✓ Outline the objectives your plan will seek to achieve.

This paper, along with your final, need to be written in a third person, business professional tone (no “I” or “we”). The goal of this is for you to learn how to make your point(s) clearly and concisely in a business professional manner.

If you change your business selection after week 5, you must resubmit a new Business Proposal and have it approved before week 10.

By week 10/Module 10, we will have covered many of the elements you’ll need to put together the advertising plan for your chosen or created company. In Chapter 8, pg 277 (Module 5/Week 5), we learn about the **Creative Brief** as a sort of roadmap for your creative plan. This one-page document outlines the basic elements of your creative plan, deriving from the objectives your plan is trying to meet.

To help keep you on track and reduce the likelihood that you wait until the last week of the course to do your full project, you will submit a Creative Brief for your chosen or created company, outlining the basic elements of your creative strategy.

A sample outline is provided below and an example for Tacori Jewelry can be found on pg 279, Exhibit 8-12A:

- ✓ Basic problem or issue the advertising must address
- ✓ Advertising and communications objectives (restate from your Business Proposal assignment, update as needed)
- ✓ Target Audience
- ✓ Major selling idea or key benefits to communicate
- ✓ Creative Strategy statement (campaign theme, appeal and execution technique to be used)
- ✓ Supporting info

Your **final paper** must be at least 15 pages in length, single-spaced, in 12 point font and written in a third person, business professional tone (i.e. no “I” or “we” unless using direct quotes). Again, the goal of this is for you to learn how to make your point(s) clearly and concisely in a business professional manner. You will need to provide a title page, table of contents and an executive summary. Please begin each main section (outlined below with a checkmark) on a new page. Cite all references, following either APA or MLA format. You will need to consult outside references when developing this project and include graphics, charts, etc as needed. **I do not tolerate plagiarism. Period.** Make sure you properly cite all sources and put all points in your own words. **Projects that are plagiarized will receive a failing grade.**

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- ✓ **Title Page**
- ✓ **Table of Contents**
- ✓ **Executive Summary**
 - Quick background.
 - Key findings/most important aspects of the plan (i.e. your recommendations).
 - Think of this document as the only part of your plan a busy CEO may read. What would you want him/her to know?
 - Include the name, phone number and email of your contact within the organization.
- ✓ **Situation Analysis**
 - Outline the firm's current advertising situation (most critical factors, image of company, basic demographic trends, etc). Explain the basic problem, issue, or opportunity the advertising must address.
 - **Historical context**
 - How did the firm arrive at its current situation?
 - History of the principal players, the industry, the brand, corporate culture, critical moments, successes and failures.
 - **Industry analysis**
 - Focus on the supply side of the supply/demand equation.
 - Identify and describe the current industry in which the firm operates.
 - Explain developments and trends within the **entire industry** in which the firm operates.
 - **Market analysis**
 - Focus on the demand side of the supply/demand equation.
 - How is the market segmented?
 - For whom does the firm produce (i.e. who is the firm's target market and why?
 - Is there an additional market which could be targeted?
 - Examine the factors that drive and determine the market for the firm's product or service.
 - Examine market positioning.
 - **Competitor analysis**
 - Who are the main competitors?
 - What are the strengths, weaknesses, opportunities and threats each pose to the organization?
- ✓ **Objectives (the most critical piece of your plan; identify what your plan will seek to accomplish through advertising)**
 - **Quantitative benchmarks**
 - What are the firm's *quantitative* advertising objectives? List/come up with at least two and be sure that they are *quantifiable*.

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- EX: Increase consumer awareness of brand by 20%.
 - EX: Convert one-time product users into repeat purchases by 15%.
 - EX: Increase sales by 25%.
 - **Measurement methods and criteria for success**
 - How will/do they measure an increase in consumer awareness? An increase in sales? Define and describe measurement methods for each objective.
 - How will/do they know if you have been successful?
 - **Time frame**
 - Specify a period of time for each objective in order to be able to measure success.
- ✓ **Integrated Marketing Communications Strategy**
- Creative Strategy
 - Clear and concise articulation of the methods the organization will/does utilize to achieve its objectives.
 - Campaign theme, potential tagline/slogan.
 - Outline appeals that will be used.
 - Copy strategy/messaging.
- ✓ **Execution**
- **Media plan**
 - In which media venues (print, radio, tv, web, other) will/do the ads appear and why?
 - **IMC Tools**
 - How will/are all of the different types of ads/promotions integrated to provide a cohesive image for the firm (think branding)?
 - What will/do actual deliverables look like? What will/do they say, how will/do they look and how often will/are they employed?
 - Be very specific and provide examples.
 - Advertising
 - Direct Marketing
 - Interactive/Internet Marketing
 - Support Media
 - Sales Promotion
 - Public Relations/Publicity/Corporate Marketing
 - Personal Selling
 - Other
- ✓ **Budgeting**
- **Methods**
 - *If creating an advertising plan:* Determine the most appropriate budgeting method for the firm (i.e. percentage of sales, share of

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market/voice, response model, objective and task) and explain why this was chosen.

- *If analyzing an advertising plan already in existence:* Describe the plan in place and why it works or does not work for the organization.
 - **Amount**
 - What is the current advertising budget and what is the proposed advertising budget, based on the copy and media strategy you intend to use? Itemize costs (i.e. website design and maintenance, ad production and distribution, etc.).
 - **Justification**
 - Justify your proposed expenses by showing what the possible return could be based on each item.
- ✓ **Evaluation**
- **Criteria**
 - What is the plan timeline?
 - How will they determine if the plan and each strategy have been successful?
 - **Consequences and contingencies**
 - Plans for any other issues that may arise as a result of the advertising strategy.
- ✓ **Conclusion**
- Summarize your key findings and your key recommendations for success.
- ✓ **Works Cited/Sources**

Your final project will be graded the week following the course wrap up. Project comments will be uploaded to Blackboard, along with final grades. Each main section (executive summary, situation analysis, objectives, IMC strategy, execution, budgeting, evaluation, conclusion) is worth 4 points along with 3 possible points for style/formatting (includes title, table of contents and works cited as well as spelling, grammar, style, etc). The Business Proposal and Creative Brief assignments bring the total possible points for the project to 40.

Grade Distribution and Scale

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

Grade Distribution

Discussions (6 @ 5 pts each)	=	30 pts
Connect Interactives (15 @ 2 pts each)	=	30 pts

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Project (includes proposal and brief)	=	40 pts
Total points possible	=	100 pts

Grade Scale

90 – 100 points	90 – 100%	A
80 – 89 points	80 – 89%	B
70 – 79 points	70 – 79%	C
60 – 69 points	60 – 69%	D
< 60 points	< 60%	F

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

In accordance with Academic Policy 100-03-01, Adams State University, to preserve academic integrity, does not tolerate academic dishonesty (misconduct). Every student is required to practice and adhere to the principle of ACADEMIC INTEGRITY while undertaking studies at Adams State University. Students and faculty at Adams State University value academic honesty as a virtue essential to the academic process. Cheating, plagiarism, unauthorized possession or disposition of academic materials, or the falsification or fabrication of one's academic work will not be tolerated.

Any offense will result in a zero for the exam, lesson, or exercise in question and may result in failure of the course. Please refer to the ASU Extended Studies Academic Integrity website for more information including the student handbook: [Academic Integrity at Adams State University](#).

You are required to **read and accept the Adams State Academic Integrity Policy**. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

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All written work is subject to plagiarism detection software review.

Student Identity Verification

Adams State University utilizes a variety of methods to verify the identity of students enrolled in courses, including but not limited to: secure logins and pass codes, proctored exams, security questions, and other technologies and practices that are effective in verifying student identity. Some of these methods may incur an extra cost to students; associated costs will be outlined in the course syllabus, other University documents, and on the University website. Adams State University reserves the right to request additional government-issued documentation of identity from students for the purpose of ensuring that the person enrolled in the course is the person completing assignments, exams, and all other course requirements. Any student engaged in incidents of student identity fraud may face reprimand, disciplinary warning, a lowered or failing grade(s), and/or probation, or suspension from the course, academic program or University, or expulsion from the University.

Technical Skills

To be successful in this course, students are expected to be able to:

- Navigate the World Wide Web and efficiently use a web browser such as Firefox
- Have a basic understanding of their computer operating system
- Use Adobe Reader to view and download .pdf documents
- Communicate via e-mail and attach files
- Play audio/video files
- Use a word processor such as Microsoft Office to create documents
- Use Blackboard tools which may include Collaborate
- Download and open PowerPoint presentations

Technical Requirements

A complete overview of the technical requirements and software for this course can be found [here](#). Blackboard tutorials are available in the Student Support Module, located in the Syllabus and Information section of this course. Information for receiving technical assistance is also included. Keep in mind that in order for Blackboard to function properly, you must allow pop-ups for the site (online.adams.edu) and have Java properly installed on your computer. For more information on these and other technical requirements, see the videos in the Student Support Module in the above mentioned location.

Netiquette

Netiquette is the set of guidelines for communicating online in a professional and civilized manner. Students are expected to be courteous by demonstrating netiquette when communicating with their peers and instructor in this course.

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- Be careful with the use of sarcasm and irony, as these can be easy to misinterpret.
- Do not post excessively or monopolize the conversation.
- Consider using a text editor such as Notepad to organize your thoughts before you post a reply.
- Do not type in all capital letters, as this can be considered shouting.
- Avoid the use of emoticons, abbreviations and informal language.

Accessing Library Resources

Students enrolled in this course can utilize the [Adams State Nielsen Library](#) from on and off campus by selecting the Nielsen Library link in the Syllabus and Information tab of the Course Menu. You will be asked to enter in your username and password. Use the same login information that you use to access Blackboard and all other Adams State information. This will bring you to a page that will provide you with login information for the different databases to which Adams State subscribes. With the login information in hand, go to <http://www.adams.edu/library/resources/database.php>

Adams State Resources

Adams State provides several resources to assist you and make your online learning experience a positive one. A listing of resources is available on the One Stop Student Services page on the Adams State Website (<http://www.adams.edu>). Some of the highlights are:

[Records Office](#) - Campus contacts available to help you through the registration process.

[Computing Services](#) - Technical assistance.

[Disability Services Handbook](#) - Student Services can arrange assistance for students with special needs or disabilities.

[Academic Calendar](#) - Keep track of important dates.

[The Paw Print](#)- Adams State Student Newspaper.

Institutional Policies

All students are responsible for adhering to the expectations, policies, and procedures outlined in the [Student Handbook](#).

For Institutional policies on items such as The Americans with Disabilities Act, Academic Integrity, Student Rights and Responsibilities and The Family Educational Rights and Privacy Act of 1974 (FERPA); please see the [Student Handbook](#).

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Extended Studies Policies and Procedures

To view the Extended Studies Policies and Procedures go to,
https://bannerweb.adams.edu/perl/Online_SG_General_Instructions.pdf

Course Evaluation

At the end of the course you will be asked to complete an evaluation specifically for this course. This evaluation will be reported anonymously. Your comments and recommendations will be seriously considered as the course is updated. Your input throughout the course contributes to my commitment to continually improve the quality and relevance of this course.

Getting Started

Refer to the information contained in this syllabus anytime you have a question regarding the basic course information.

1. Review the Student Support Module contained in the Syllabus and Information section.
2. Proceed to Module 1.