MKT103: PRINCIPLES OF ADVERTISING
SYLLABUS
Spring 2008

Overview

This course covers the historical, economic and social aspects of advertising. The roles of the advertising agency, the development of creative advertising copy, advertising budgets, analysis of successful advertising campaigns and the creation of advertisements for the six types of media (TV, radio, magazines, newspapers, outdoor and direct mail) will be discussed.

Objectives

- Examine advertising principles fundamental to successful campaign
- Explain role of advertising in the marketing process
- Formulate logical solutions to ethical issues in advertising
- Explain and analyze the effect of advertising in the market place
- Analyze and evaluate samples of advertisements from six media sources
- Compare and contrast media effectiveness
- Prepare an advertising plan
- Solve real-world advertising problems
- Understand impact of globalization on the advertising process

Materials Needed

- 6 Scantron Forms
- Internet access: Available in computer lab (Room 901)

Grades

- Chapter Tests: 500 points (100 each) 594-675 points: A
- Advertising plan: 100 points 526-593 points: B
- Class preparation/participation: 75 points 459-525 points: C
- Extra credit opportunities/Final 391-458 points: D

Attendance/Punctuality

Attendance is important! Roll will be taken at the beginning of class. Late arrivals will need to check-in at the end of class. Absentees will need to find out what was covered in class from classmate or instructor and turn-in class assignment/complete test at next class with 25% penalty.
Serious, unusual and urgent events which cannot be ignored by the student may allow for an exception to class policies. These events could include admittance to hospital, emergency room treatment, court-ordered appearances, death in the immediate family, or home destruction in a major disaster. It does not include everyday life events such as car trouble, flu or cold, work schedule conflicts, childcare problems, etc. Anyone feeling they have an extenuating circumstance should contact the instructor immediately. Upon return to school, written documentation should be provided. No exceptions to class policies will be considered without documentation.

**Schedule**

1/15 Introduction, Syllabus, Super Bowl commercials
1/17 Introduction to Advertising (Ch 1)

1/22 Advertising’s Role in Marketing (Ch 2)
1/24 Ad agencies

1/29 Advertising and Society (Ch 3)
1/31 Advertising and Society (Cont’d)

2/5 **Test (Chapters 1-3)**
2/7 How Advertising Works (Ch 4)

2/12 The Consumer Audience (Ch 5)
2/14 The Consumer Audience (Cont’d)

2/19 Strategic Research (Ch 6)
2/21 Strategic Research (Cont’d)

2/26 Strategic Planning (Ch 7)
2/28 **Test (Chapters 4-7)**

3/4 Print and Out-of-Home Media (Ch 8)
3/6 Broadcast Media (Ch 9)

3/11 Interactive and Alternative Media (Ch 10)
3/13 Media Planning and Buying (Ch 11)

3/18 **Test (Chapters 8-11)**
3/20 The Creative Side and Message Strategy (Ch 12)

3/25 Copywriting (Ch 13)
3/27 Design and Production (Ch 14)

4/1 **Test (Chapters 12-14)**
4/3 Direct Response (Chap 15)
4/8  Sales Promotion, Events and Sponsorships (Ch 16)
4/10 Public Relations (Ch 17)
4/15 Special Advertising Situations (Ch 18)
4/17 Evaluation of Effectiveness (Ch 19)
4/22 Test (Chapters 15-19)
4/29 Advertising plan preparation
4/29 Advertising plan presentations
5/1 Advertising plan presentations
5/6 Advertising plan presentations
5/8 Advertising plan presentations

5/15 Final

Drops

Class may be dropped as late as November 21. No drops will be made by the instructor. Students must complete drops online through WebStar.

Special Needs

Every effort will be made to accommodate students with special needs or considerations; however, students must discuss special needs within the first two weeks of class.

Academic Honesty

It is assumed that students enroll in a class because they are interested in learning about the subject area; therefore, students are expected to do their own work. Any student found using the work of others, claiming the work of others as his or her own, copying answers during tests or other unprofessional behavior will be required to meet with the appropriate campus administrators or dropped from the class. Specific information regarding Fullerton College’s policy on academic honesty is located in the college catalog.

Emergency Response

Take note of the safety features in and close to your classroom and study posted evacuation route. Follow guidance of instructor during emergencies.

Note: This syllabus provides a general plan for the course. Deviations from it may be made at the discretion of the instructor.