

Course	MNGT 3510 Advertising
Term	Fall 1, 2011 Irvine Metro Campus
Instructor	John Bonosoro jbonosoro@gmail.com (760) 519-3000 Mobile Campus office hours by appointment.
Catalog Description	Studies advertising in terms of its relation to the economy, marketing management, and behavioral sciences, Includes the use, organization, planning, and preparation of advertising and its economic and social effects.
Prerequisites	Prerequisite MNGT 3500
	<p>Upon completion of this course the student should:</p> <ul style="list-style-type: none"> • Have gained an understanding advertising. • Have an understanding of how and why advertising works. • Have an understanding of the overall promotion process and how it works. • Be able to develop an in depth advertising/promotion budget and have knowledge of what is necessary to sell the budget. • Be able to practice advertising/promotion planning and decision making required for strategic marketing application. • Be able to take market research information and apply it appropriately to the development of the advertising/media plan.
Materials	<p>Textbook: <u>Contemporary Advertising, 13th Edition</u> William F. Arens, Michael F. Weigold, Christian Arens.</p> <p>Loose Leaf, 736 pages ©2011, ISBN-13 9780073530031</p>

	<p style="text-align: center;">Suggested Readings</p> <ul style="list-style-type: none"> • Advertising Age • Adweek • Wall Street Journal • Markets and Media • Current Media • Newspapers • Magazines • Video Presentations 								
Grading	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">a) Weekly Assignments</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>b) Presentation/Project</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>d) Mid Term Examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>e) Final Examination</td> <td style="text-align: right;">25%</td> </tr> </table>	a) Weekly Assignments	25%	b) Presentation/Project	30%	d) Mid Term Examination	20%	e) Final Examination	25%
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Activities	<p>Attendance is important and will be monitored. Excessive absence will be penalized.</p> <p>The time in class will be spent on lectures and exercises, with discussions of videos and short cases. Most exercises will be conducted during class in the form of group analysis of the cases at the end of the chapters in the text. In class exercises cannot be made up if you miss the class.</p> <p>There will be extensive use of video's to analyze and use in the development of t he different plans considered.</p>								
Policy Statement University Policies	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p>Academic Honesty</p> <p>The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p>								

	<p>Drops and Withdrawals</p> <p>Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services</p> <p>If you need accommodations for a disability, please let the instructor know at the beginning of the course so that they can be provided.</p>
<p>Course Policies</p>	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.</p> <p>In line with the university's policy on academic honesty, please be advised that instances of academic dishonesty will result in a zero for the assignment and will be reported to the Dean of the School of Business and Technology for further disciplinary action.</p>
<p>Weekly Schedule</p>	<p>Will be provided at the first class meeting. If you miss this class, email instructor for a copy of the schedule.</p>
<p>Additional Information</p>	

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