



Louisville Metropolitan Campus
1031 Zorn Avenue, Suite 200, Louisville, KY
Course Syllabus MEDC 5321

Course	ADVT 5321 58 Advertising Decision-Making
Instructor	Name: Helen Davis Phone: (H) 502-893-8238 (O) 502-213-2166 Email: Helen.davis@kctcs.edu
Term & Dates	Fall 1, 2008, August 11 through October 11, Mondays , 6-10 pm
Location	Louisville Metropolitan Campus
Course Description	This course focuses on the role of Advertising within the marketing mix. This will include reviewing the process: structure, evolution, social and regulatory aspects of advertising. The studies will also cover - target and audience identification and segmentation, strategic planning, objective-setting, creative strategy – preparing the message, media planning – both conventional and new media, integrated brand promotion, and agency/client relationships.
Prerequisites & Incoming Student Competencies	MEDC 5000 Media Communication
Course Objectives	Upon successful completion of this course, students will: <ul style="list-style-type: none">• Clearly understand the role of Advertising within the Marketing Mix.• Gain an understanding of the various roles within the agency and client relationship when putting together a campaign.
Course Level Learning Outcomes	This course will: <ul style="list-style-type: none">• Provide working knowledge of interaction among the strategic components of Advertising.• Provide hands-on experience of constructing a comprehensive Advertising strategy, exploring creative and exceptional options.• Provide students the opportunity to develop additional experience in case study and oral presentations.
Materials	<i>Introduction to Advertising and Integrated Brand Promotion</i> by Thomas C. O’Guinn, Chris T. Allen and Richard J. Semenik – Fifth Edition, South-western Publisher. <i>Textbooks can be obtained by calling MBS Direct at 1-800-325-3252 or contacting Virtual Bookstore at www.mbsdirect.net Credit cards and check are accepted.</i> (Note: Textbooks should be ordered 2 weeks prior to class to ensure delivery)

Supplemental Resources	Integrated Brand Promotion Case on Cincinnati Bell Wireless- 5 segments to review and complete exercises. Can be found in text																						
Grading	<p><u>Scoring:</u></p> <table data-bbox="488 373 1425 678"> <thead> <tr> <th data-bbox="488 373 1149 443">Assignments Points/Percentage</th> <th data-bbox="1149 373 1425 405">Maximum</th> </tr> </thead> <tbody> <tr> <td data-bbox="488 443 1149 489">• Class Participation</td> <td data-bbox="1149 443 1425 489">5%</td> </tr> <tr> <td data-bbox="488 489 1149 535">• Integrated Brand Promotion Case</td> <td data-bbox="1149 489 1425 535">25%</td> </tr> <tr> <td data-bbox="488 535 1149 581">• Mid-Term Examination</td> <td data-bbox="1149 535 1425 581">30%</td> </tr> <tr> <td data-bbox="488 581 1149 627">• Final Examination</td> <td data-bbox="1149 581 1425 627">30%</td> </tr> <tr> <td data-bbox="488 642 1149 678">Total</td> <td data-bbox="1149 642 1425 678">100 points/%</td> </tr> </tbody> </table> <p data-bbox="488 716 602 747"><u>Grades:</u></p> <table data-bbox="488 789 800 968"> <tbody> <tr> <td data-bbox="488 789 743 821">90 – 100 points</td> <td data-bbox="743 789 800 821">A</td> </tr> <tr> <td data-bbox="488 821 743 852">80 – 89 points</td> <td data-bbox="743 821 800 852">B</td> </tr> <tr> <td data-bbox="488 852 743 884">70 – 79 points</td> <td data-bbox="743 852 800 884">C</td> </tr> <tr> <td data-bbox="488 884 743 915">69 or less points</td> <td data-bbox="743 884 800 915">F</td> </tr> <tr> <td data-bbox="488 915 743 947">Incomplete work</td> <td data-bbox="743 915 800 947">I</td> </tr> </tbody> </table> <p data-bbox="488 1010 1471 1077">Your final grade will be based on the examinations, exercises, the paper, and class participation/attendance, weighted as follows:</p> <p data-bbox="488 1119 1019 1150"><u>Guidelines for Written Case Exercises:</u></p> <ul data-bbox="488 1157 1479 1419" style="list-style-type: none"> • Written Cases or other assignments, double spaced, typed. Cover page to include the following: <ul style="list-style-type: none"> • Title and segment of Case • Webster University • Advertising Decision Making • Fall I Term 2008 • Student’s name 	Assignments Points/Percentage	Maximum	• Class Participation	5%	• Integrated Brand Promotion Case	25%	• Mid-Term Examination	30%	• Final Examination	30%	Total	100 points/%	90 – 100 points	A	80 – 89 points	B	70 – 79 points	C	69 or less points	F	Incomplete work	I
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Activities	Lecture, in-class presentations by students, term paper, class discussions.																						

**Policy Statements:
University Policies**

CONDUCT

Students enrolling in a graduate program at Webster University assume the obligation of conducting themselves in a manner compatible with the University's function as an educational institution. Misconduct for which students are subject to discipline include the following categories:

1. All forms of dishonesty, cheating, plagiarism, or knowingly furnishing false information to the University.
2. Obstruction or disruption of teaching, research, administration, disciplinary procedures, or other University authorized activities.
3. Theft or damage to property at the University.

Students who cheat or plagiarize may receive a failing grade for the course in which the cheating or plagiarism took place. Students who engage in any of the above misconducts may be subject to dismissal from the University. To the extent that penalties for misconduct (e.g. theft or destruction of property) are prescribed by law, the University will consider appropriate actions under such laws.

ATTENDANCE POLICY

Students are expected to attend all class sessions of every course. In the case of unavoidable absence, the student must contact the instructor. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work or for excessive or unexcused absences. Generally, a student who misses more than one four-hour course period (per course) without a documented military or medical excuse and advance permission of the instructor should withdraw from the class. The University reserves the right to involuntarily drop enrolled students from classes, which they do not attend. Students who do not attend the first class session, who have not made prior arrangement with the instructor for being absent, will be dropped from the course.

MAKE-UP WORK REQUIREMENTS

For each class missed, makeup work will be assigned and must be submitted at the next class. The instructor will assign the topic and amount of work. This makeup work will be incorporated into the class participation grade. If make-up work is not submitted on time, the student's final grade will be subject to a reduction of one (1) letter grade.

Students are responsible for any class material presented during their absence and any assignments due should be submitted prior to the absence, if possible.

	<p>Drops and Withdrawals 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. 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 If you need accommodations for a disability, please let the instructor know at the beginning of the course so that assistance can be provided.</p> <p><u>DISCLAIMER</u> This syllabus is intended to provide a basic structure to this course. It MAY be modified for class size, student competencies, etc. This syllabus is subject to change at the sole discretion of the instructor.</p>
Course Policies	<p><u>Academic Dishonesty (Cheating and Plagiarism)</u></p> <p>Cheating and plagiarism are types of academic dishonesty, and thus violate the code of conduct for Webster University students. The Student Handbook and Calendar describes the possible sanctions for academic dishonesty in the Policies and Procedures section. (The Webster University Graduate Studies Catalog also briefly describes the possible sanctions for plagiarism.) To avoid plagiarism problems and to conform to academic standards you must footnote <i>anytime you must refer to ideas that are not your own, i.e., ideas that were drawn from other sources</i>. When quoting from a source, make certain that you use quotation marks and cite to the page(s) in the source containing the quotation. I cannot emphasize enough the seriousness of being caught cheating or plagiarizing other people’s writing. To enable me to check for academic dishonesty, students must be prepared to produce copies of all sources used in any paper upon my request.</p>
Weekly Schedule	<p>Pre-Assignment: Read Chapters 1, 2 & 3 prior to Week 1.</p> <p><u>Class 1 Date 8/11 THEME: The Process: Advertising in Business & Society</u></p> <p>Topics:</p> <ul style="list-style-type: none"> ◆ The World of Advertising and Integrated Brand Promotion ◆ The Structure of the Advertising Industry ◆ The Evolution of Promoting and Advertising Brands

Assignments for Week 2:

- ◆ Read chapters 4, 5 & 6 for next class session.
- ◆ Complete Integrated Brand Promotion Part I questions

Class 2 **Date 8/18** **THEME: Planning: Analyzing the Advertising Environment**

Topics:

- ◆ Social, Ethical, and Regulatory Aspects of Advertising
- ◆ Advertising and Consumer Behavior
- ◆ Market Segmentation, Positioning, and the Value Proposition

Assignments for Week 3:

- ◆ Read Chapters 7, 8 & 10
- ◆ Complete Integrated Brand Promotion Part 2 questions

Class 3 **Date 8/25** **THEME: Planning: Analyzing the Advertising Environment**

Topics:

- ◆ Advertising and Promotion Research
- ◆ Planning Advertising and Integrated Brand Promotion
- ◆ Creativity, Advertising and the Brand

Assignments for Week 4:

Complete Integrated Brand Promotion Part 3
Study for Mid-Term chap 1-8 &10

Class 4 **Date 9/1** **THEME: Mid-Term (case – no class – Labor Day) work on Class Project**

Topics:

Assignments for Week 5:

- ◆ Read Chapters 11, 12, & 13

Class 5 **Date 9/8** **THEME: Preparing the Message**

Topics:

- ◆ Mid-Term Review
- ◆ Message Strategy
- ◆ Copywriting
- ◆ Art Direction and Production

	<p style="text-align: center;">Assignments for Week 6:</p> <ul style="list-style-type: none"> ◆ Read Chapters 14, 15 & 16 for next class session. ◆ Complete Integrated Brand Promotion Part 4 <p>Class 6 <u>Date 9/15</u> <u>THEME: Placing the Message in Conventional & New Media</u></p> <p>Topics:</p> <ul style="list-style-type: none"> ◆ Media Strategy and Planning for Advertising and IBP ◆ Media Planning: Print, Television, and Radio ◆ Media Planning: Advertising and IBP on the Internet <p style="text-align: center;">Assignments for Week 7:</p> <ul style="list-style-type: none"> ◆ Read Chapters 17, 18 for next class session. <p>Class 7 <u>Date 9/22</u> <u>THEME: Integrated Brand Promotion</u></p> <p>Topics:</p> <ul style="list-style-type: none"> ◆ Support Media, Event Sponsorship and Branded Entertainment ◆ Sales Promotion and Point-of-Purchase Advertising <p style="text-align: center;">Assignments for Week 8:</p> <ul style="list-style-type: none"> ◆ Read Chapters 19 & 20 for next class session. ◆ Complete Integrated Brand Promotion Part 5 <p>Class 8 <u>Date 9/29</u> <u>THEME: Integrated Brand Promotion</u></p> <p>Topics:</p> <ul style="list-style-type: none"> ◆ Direct Marketing ◆ Public Relations and Corporate Advertising <p style="text-align: center;">Assignments for Week 9:</p> <ul style="list-style-type: none"> ◆ Prepare & study for final. <p>Class 9 <u>Date 10/6</u> <u>THEME: Final Exam</u></p> <ul style="list-style-type: none"> ◆ Final Examination covering Chapters 11 through Chapter 20. Closed Book <p style="text-align: center;">■</p>
Additional Information	NA