

DEREE COLLEGE SYLLABUS FOR:

MK 3251 ADVERTISING – LEVEL 6

Compulsory

UK CREDITS: 15

PREREQUISITES:

MK 2050 Principles of Marketing **or**
MK 2030 Fundamentals of Marketing
MK 3159 Consumer Behaviour

**CATALOG
DESCRIPTION:**

Principles of advertising, including strategy development, media and creative. Development of an advertising plan and execution of creative through the use of advertising and sales promotion.

RATIONALE:

One of the most visible and mass-influencing communication tools within the promotion mix, advertising is an art and a science. To be used effectively, advertising must be developed within a strategic context and must make knowledgeable use of creative message tactics and media choices. This course covers the activities that deal with the planning, creation, and exposure of an advertising message as well as the management function that controls these diverse efforts. The course provides the knowledge a marketing manager needs to use advertising as a marketing tool or to communicate professionally with an advertising manager. The course also provides the marketing student interested in advertising agency work with the specialized knowledge needed for an entry position.

LEARNING OUTCOMES:

As a result of taking this course, the student should be able to:

1. Demonstrate knowledge and understanding of advertising strategy development, media planning and creative development. (A11)
2. Analyze and evaluate ethical choices within advertising and social/ethical contexts. (B4)
3. Demonstrate an understanding of how complex consumer behavior issues impact advertising strategy. (A8, B5)
4. Apply creative and critical thinking to develop an advertising/media plan and its creative execution. (B5, C2)
5. Build communication skills by presenting and defending an advertising campaign in a professional and convincing manner. (D1, D2)

METHOD OF TEACHING AND LEARNING:

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.
- Project: Based on the instructor's brief students develop an original advertising plan, including strategy, media and creative. In class presentations of the group project.
- Practical creative exercises and class activities.
- Sample presentations of professional advertising projects.
- Case and problem discussions in class that stress advertising strategy, and various assignments to practice the development of copy and graphic elements.
- Special lecture to improve presentation skills.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns, and see their exam papers.
- Use of Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

ASSESSMENT:**Summative:**

Project (2,500 words)	Written document with media plan, creative executions	40
Final examination (2-hour)	Short answers to essay questions, numerical problems	60

Formative:

In-class, 1-hour, "diagnostic" test	Short answers to essay questions	0
In-class presentation	Power point 15 minutes	0

The formative test aims to prepare students for the final examination. The formative presentation aims to test Learning Outcome: 5

The project assesses Learning Outcomes: 1, 3, 4, 5
The final examination tests Learning Outcomes: 1, 2, 3

INDICATIVE READING:

REQUIRED READING:

Arens, W., Weigold, M. , Arens, C., (2010), Contemporary Advertising and Integrated Marketing Communications, latest edition, McGraw Hill International, NY.

RECOMMENDED READING:

- Ogilvy, D.(1983), Ogilvy on Advertising. Vintage Books, NY, latest edition.
- Wells, W., Moriarty, S., and Burnett, J. (2006) Advertising Principles and Practice, Pearson Prentice Hall, NJ, latest edition.
- Bernardin, T., Kemp-Robertson, P., Stewart, D., Cheng, Y. And Wan, H. (2008), “Envisioning the future of advertising creativity research: Alternative perspectives”, Journal of Advertising, Vol. 37, No. 4, pp. 131-149:
 - Bernardin, T and Roberstson, K. (2008) “Widlfire 2008: Creativity with a Human Touch”, Journal of Advertising, Vol. 37, No. 4, pp. 131-135.
 - Rossiter, J. (2008), “Defining the Necessary Components of Creative Effective Ads” in “Envisioning the Future of Advertising Creativity Research”, Journal of Advertising, Vol. 37, No. 4, pp. 139-144.
- Hackley, C. (2003), “From Consumer Insight to Advertising Strategy: The Account Planner’s Integrative Role in Creative Advertising Development”, Marketing Intelligence and Planning, Vol. 21, No.7, pp. 446-452.

RECOMMENDED MATERIAL:

Advertising Age Magazine
Ad Week Magazine

COMMUNICATION REQUIREMENTS:

Project submitted in Word and Excel using proper professional English. Presentation should be delivered in a professional manner, using Power Point and proper English communication skills.

SOFTWARE REQUIREMENTS:

Word, Excel, PowerPoint,
Internet

WWW RESOURCES:

www.nielsenmedia.com (Media research)
www.smr.com (Consumer data)
www.sriresearch.com (Consumer data)
www.worldbank.org (Market data)

www.adweek.com
www.ddbn.com (Needham ad agency)
www.saatchibuscomm.com
www.leoburnett.com
www.bartleoglehegarty.com (BBH ad agency)
www.marketsoource.com
www.fortunebrands.com (Brand management)
www.ftc.gov (Regulations)
www.fcc.gov
www.easa-alliance.org (Regulations)
www.bbb.org (Better Business Bureau)
www.bbbonline.org

INDICATIVE CONTENT:

1. Introduction
 - 1.1 Advertising within the Marketing and Promotion Mix
 - 1.2 Background of Today's Advertising
2. Managing Advertising
 - 2.1 The Advertising Agency
 - 2.2 The Client
3. Planning Advertising
 - 3.1 Strategy
 - 3.2 The Situation Analysis
 - 3.3 Positioning and Targeting
 - 3.4 The Advertising Spiral
 - 3.5 Brand Planning
4. Creating Advertising
 - 4.1 Copy
 - 4.2 Graphics
 - 4.3 The Total Concept
 - 4.4 Print Production
 - 4.5 The Television Commercial
5. Media
 - 5.1 Basic Media Strategy
 - 5.2 Television
 - 5.3 Radio
 - 5.4 Newspapers
 - 5.5 Magazines
 - 5.6 Out-of-home and Specialty Media
6. Sales Promotion
 - 6.1 Tactics: Consumer and Trade
 - 6.2 Strategy
 - 6.3 Execution
7. Special Topics
 - 7.1 Direct Response Advertising
 - 7.2 Retail Advertising

7.3 Corporate Advertising

7.4 Social and Economic Effects of Advertising